

FOR IMMEDIATE RELEASE

Embargoed Until: April 20th, 2025, to coincide with Web Summit Rio 2025

Trocamotor Marketplace Unveils New Seller Center at Web Summit Rio 2025, Integrating Open Innovation Agents via API and RPA

Rio de Janeiro, Brazil – April 20th, 2025 – Trocamotor, the leading multichannel B2C marketplace for vehicle accessories and equipment, is proud to announce the launch of its new **Seller Center** at Web Summit Rio 2025. This next-generation integration hub leverages **API and Robotic Process Automation (RPA)** to seamlessly connect open innovation agents, ERPs, e-commerce platforms, and marketplace hubs, revolutionizing seller onboarding and operational efficiency.

As one of the fastest-growing automotive marketplaces in Brazil, Trocamotor has recognized the challenges faced by sellers when integrating with traditional platforms. The new Seller Center aims to eliminate these barriers by providing an **automated, scalable, and cost-effective solution** that simplifies integration and enhances marketplace efficiency.

Key Features of the Trocamotor Seller Center:

- **Seamless API & RPA Integration:** Sellers can connect their operations effortlessly with Trocamotor, reducing manual processes and technical complexities.
- **Optimized Seller Onboarding:** Fast and automated connection to ERPs, e-commerce platforms, and marketplaces, enhancing time-to-market.
- **Scalability & Cost-Effectiveness:** A robust and secure infrastructure designed to support high-volume sellers and ensure operational efficiency.

“Our vision is to create the most seamless and intelligent ecosystem for vehicle accessory sellers. With the introduction of our new Seller Center, we are taking a major step toward **enhancing automation, reducing integration costs, and fostering innovation** in the marketplace sector,” said **Thiago Hornos, Director of Marketplace at Trocamotor**.

Open Investment Round & Future Growth

Alongside the launch of the new Seller Center, Trocamotor is actively seeking **\$250,000 in investment** to support ongoing platform development, enhance its payment gateway, and expand its market reach. The company is currently engaged with top-tier software engineers to optimize its infrastructure and drive sustainable growth.

Trocamotor will be present at **Web Summit Rio 2025 and South Summit**, offering opportunities for strategic partnerships and investor discussions. Industry leaders, technology

partners, and investors are invited to connect with the team to explore the future of automated marketplace integrations.

For media inquiries, partnership discussions, or investment opportunities, please contact:

Thiago Hornos

Director of Marketplace, Trocamotor

Email: tbhornos@trocamotor.com.br

Website: <https://www.trocamotor.com.br/>

About Trocamotor:

Trocamotor is a cutting-edge B2C marketplace specializing in vehicle accessories and equipment. By integrating **RPA and API-driven automation**, the platform empowers sellers with seamless connectivity, efficient operations, and market expansion. With a commitment to open innovation, Trocamotor is reshaping the future of e-commerce in the vehicles sector.

END OF RELEASE