



elcerokm.com - *El Cero Km: New Car Marketplace*

Anabella Guimarey
anabella@elcerokm.com

THE PROBLEM

The new car buying experience is broken. For **buyers**, purchasing a new car is a **long, confusing, and non-transparent** process. Prices aren't clear, responses take days, and it's hard to know if you're overpaying. For **dealerships**, the traditional distribution model is **inefficient and costly**: they rely on physical showrooms, untrained salespeople, and marketing efforts with no clear ROI. While buyers go digital, **dealerships remain stuck in an analog model**.

THE SOLUTION

El Cero Km is a **marketplace for new cars that connects digital buyers with official dealerships** displaying real-time prices, offering financing and insurance, and enabling 100% online purchases. **Buyers receive real offers** from dealerships with stock, and can complete the transaction without visiting a showroom. For dealerships, **we replace up to 80% of their sales force** with AI-powered tools and automation, helping them sell more with fewer resources.

THE TEAM

Anabella Guimarey - Chief Executive Officer

María de los Ángeles Bernárdez - Chief Technology Officer

Franco Fantini - Chief Innovation Officer

