

## PRESS RELEASE

### ITALIAONLINE: MOTORLIFE, FIRST MOTOR PORTAL FOR MONTHLY AND DAILY USERS

**After QuiFinanza, MotorLife too reaches record audience figures.  
More than 1,200,000 monthly and 82,000 daily unique users (in December)**  
<http://www.motorlife.it/>

Milan, March 6th 2015



A new audience success for the (thematic) vertical web channels of [Italiaonline](http://www.italiaonline.it): after [QuiFinanza](http://www.quifinanza.it), the portal on the world of economics and finance, it's the turn of [MotorLife](http://www.motorlife.it), the vortal on the automotive and motorcycle world, which became the first editorial web site in the field of motors in terms of users, monthly and daily, in December 2014, with its 1,204,000 unique users per month and 82,000 unique users per day \*.

[MotorLife](http://www.motorlife.it) offers new editorial contents everyday, always completed by photo galleries and infographics that our users enjoy and appreciate. The site also provides motor lovers and enthusiast with many useful and reliable news, reviews, advices, trivia and special issues from the most important motor shows.

The "how-to" section has become one of the most popular, thanks to suggestions such as how to install snow tires and how to save money with diesel engines.



The news most clicked news in December were those on stamp duty for vintage cars, M.O.T. tests, and the 7 cars that reached the final for the 'Car of the Year 2015' title, a prestigious prize recently awarded by the Geneva Motor Show .

Even the MotorLife [Facebook](https://www.facebook.com/motorlife) profile is very followed by users and the contents that populate the page, including quizzes, rebuses, aphorisms and images, are very shared and commented by fans.

\*Source Audiweb Database, December 2014, internet PC only, include internet application



#### **ITALIAONLINE**

Con sede a Milano, Italiaonline è la prima internet company italiana e ha tra i suoi asset la mail più diffusa del Paese; conta 15,3 milioni di visitatori unici mensili da personal computer, 2,5 miliardi di pagine viste mese, oltre 11 milioni di account email attivi e una *active reach* del 56%. Da febbraio 2013 la Società raggruppa tutti i brand e gli asset di Matrix S.p.a. e di Libero S.r.l. Oltre ai portali Libero.it e Virgilio.it, Italiaonline include ad oggi i web magazine Di-Lei, Total Tech, QuiFinanza, SportStadio, MotorLife, SiViaggia e CiboDiStrada, la piattaforma video ViTV e l'utility 1254. Italiaonline è indirettamente controllata da Orascom TMT Investments S.à r.l. tramite la sussidiaria Libero Acquisition S.à r.l. di cui detiene il pieno controllo.

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**LIBERO.**

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