



SOFTMETRICS™

SSC

Speed Experience

From inspiration to your dream car
in seconds.



Start your journey →



Explore
top models



Find
dealers



Book
your drive



SOFTMETRICS™



Nürburgring



SOFTMETRICS™
SSC

SSC

SPEED EXPERIENCE

From inspiration to your dream car
in seconds.

This is an example of how we optimize
and shorten the customer journey
— from interaction to inspiration
to action, i.e. purchase.



SPEED

Instant. Intuitive.
Effortless.



NÜRBURGRING

Performance inspired
by the world's toughest
racetrack.



YOUTUBE

Real reviews.
Real stories.
Real experience.



TRUSTED DEALERS

Connect with verified
dealers worldwide.



TAKE ACTION

Book a test drive
or buy – in just
a few clicks.

GLOBAL DEALER NETWORK



PLATINUMCARS

NORRKÖPING, SWEDEN
platinumcars.se



VIP MOTORS

DUBAI, UAE
vipmotors.ae



EXPERIENCE CARS

MIAMI, USA
experiencecars.com



ROSSOCORSA

MILANO, ITALY
rossocorsa.it



THE JOURNEY IN SECONDS



1. INTERACT
You click.
We understand.



2. GET INSPIRED
Content, reviews
and tailored
recommendations.



3. TAKE ACTION
Book a test drive
or buy your
dream car.



4. DRIVE
Your experience
starts here.

NEED FOR SPEED. WE DELIVER.

START YOUR JOURNEY →