

Qwist

Case Study

**AutoScout24
relies on Qwist for
online financing**

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With Qwist's Financing Platform, AutoScout24 enables its dealers to flexibly integrate online financing with their respective partner banks.

As Europe's largest online car marketplace, AutoScout24 GmbH offers private customers, car dealers, and other partners from the automotive, financial, and insurance sectors a comprehensive platform for buying and selling vehicles online. The offering includes used and new cars, motorbikes, and commercial vehicles.

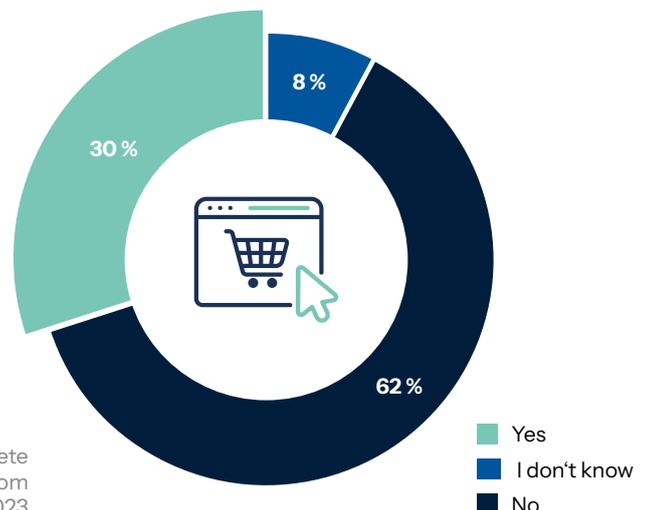
Today, more than 43,000 dealers across Europe use the online marketplace to buy and sell vehicles among themselves as well as to private car buyers. In addition to Germany, the AutoScout24 Group is also active in key European markets including Belgium, Luxembourg, the Netherlands, Italy, France, Austria, Norway, Denmark, Poland, and Sweden.

Market Background

The increasing digitalisation of nearly all areas of life has also led to a growing demand for online financing solutions. According to a survey conducted by the digital association [Bitkom](#) there is a clear trend towards online loans and online insurance products.

Buying cars online is also becoming increasingly popular: more than half of the customers surveyed in a study conducted by [Genpact](#) in early 2024 stated that they could imagine purchasing their next vehicle entirely online. This trend was already evident in the 2023 [DAT Report](#), which surveyed over 4,700 participants – up to 30% of respondents said they would have preferred to buy a new car entirely online even last year.

(Graphic 1)



Graphic 1 | Readiness for a complete online new car purchasing process (from initiation to purchase) in 2023

Embedded Financing as a Competitive Advantage

When buying a car – whether online or at a dealership – financing is a key factor that should be available promptly and seamlessly during the online purchasing process in order to meet customer expectations. According to [Statista Research Department](#) figures from January 2024, around 40 per cent of privately owned cars in Germany are financed through loans or leasing. The financing share for new cars is approximately 49 per cent, while for used cars it stands at around 34 per cent. [\(Graphic 2\)](#)

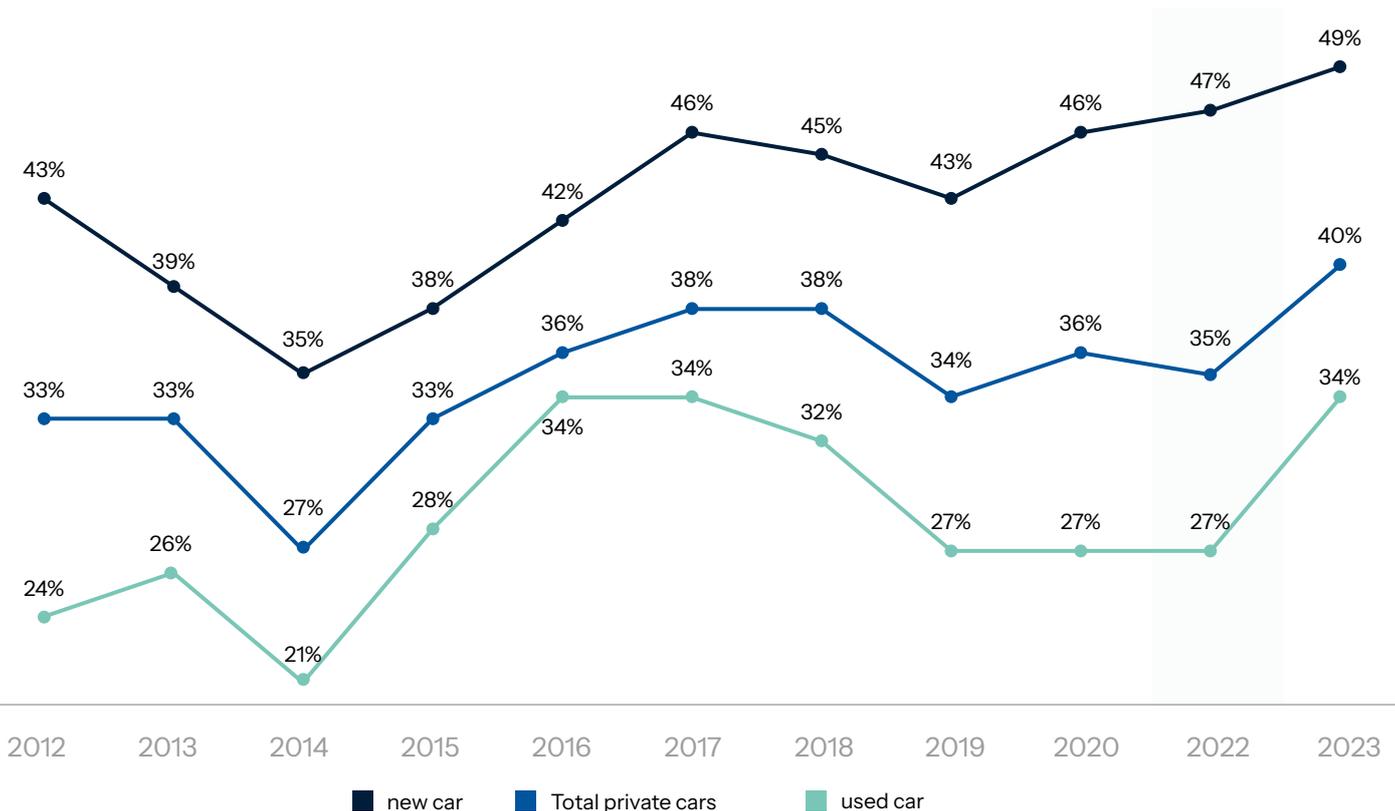
In light of this development and the intense competition among automotive platforms, AutoScout24 has been continuously exploring the topic of online financing. In late 2022, the company decided to introduce a solution tailored to the broad segment of vehicles sold through dealers.

In practice, this meant implementing a solution that allows car dealers to integrate financing offers from their respective partner banks directly into the vehicle listings on AutoScout24.de.

This enables dealers to attract more potential buyers for their vehicles. With an improved customer journey and a tailored checkout experience, they can now offer their customers a comprehensive online solution.



Graphic 2 | Poportin of pivate cars financed by credit or leasing in Germany from 2012 to 2023



The Challenge

Implementing this project posed several technical challenges. Each of the more than 43,000 car dealers connected to AutoScout24 works with their own partner bank – some with independent banks, others with captive finance institutions, or even multiple banking partners. The reason for this is clear: a larger number of financing partners allows for a wider range of options and more tailored financing conditions for customers.

In addition to the sheer variety and complexity of the different banking APIs, a key challenge was the lack of standardisation and maturity of the interfaces used to integrate third-party providers – particularly in the area of loans. Unlike the payments sector, which already benefits from well-established standards, the credit segment still lacks comparable consistency across banks.

Given the large number of preferred banking partners used by various dealers, AutoScout24 was also keen to gain transparency through advanced analytics: specifically, to understand how many financing agreements were ultimately completed with each individual bank.

AutoScout24 quickly realised that connecting to banks' credit APIs would require deep technical and domain-specific expertise – along with continuous maintenance effort. For this reason, the company chose to rely on **Qwist** to implement its embedded financing project.

Implementation

When searching for a suitable technology partner, AutoScout24 quickly chose **Qwist's** financing platform. The platform provider and open finance expert stood out with its strong track record in the automotive sector.

“We were very impressed by the ability to quickly connect with credit banks using a standardised solution. In addition, the comprehensive services – including ongoing maintenance of banking interfaces – were the deciding factors in choosing **Qwist**,” recalls Miriam Kockler, Head of Business Development Financing at AutoScout24.

Qwist's digital financing platform enables e-commerce and marketplace providers to offer their end customers a wide range of financing solutions – such as consumer loans, car financing, or leasing products. Through harmonised and pre-integrated APIs, users can access a broad network of credit and leasing banks.

“In addition to the extensive standard features of **Qwist's** Financing Platform – which includes significant extensions tailored for use with dealers – we also benefit from important enterprise services, such as regular consultancy around the integrated solution,” Kockler adds. “We have weekly exchanges with **Qwist** and, when new banking connections are being implemented, even daily. This close collaboration on improvements and process optimisation is extremely valuable to us.”



The Outcome

The addition of an attractive financing option directly on the platform enabled affiliated dealers to attract more potential buyers for their vehicles and increase their sales. In turn, AutoScout24 benefits from the expanded range of services it can offer its dealers – resulting in high levels of satisfaction.

Thanks to **Qwist's** platform, the automotive marketplace operator can focus its internal resources on the frontend and delivering the best possible user experience.

“We are very satisfied with **Qwist's** products and services and look forward to deepening our collaboration,” concludes Miriam Kockler. “We especially value **Qwist's** ongoing coordination with the most common partner banks and their strong awareness of market developments. This gives us confidence that we always have access to the best financing solutions.”

The online financing solution used by **AutoScout24** enables car dealers to integrate loan offers from their respective partner banks.



In this setup, the dealer remains the intermediary between the buyer and the loan offer initiated via the automotive platform.

Qwist's financing platform connects the portal to the banks' interfaces, making it possible to digitise the car purchase process – which often takes place partly online and partly offline.

[More information](#) 

By partnering with Qwist, AutoScout24 benefits from the following advantages:



Fast implementation:

The standardised solution can be easily integrated into the payment processes of online marketplaces, automotive platforms, and e-commerce portals.



High conversion rates:

Seamless financing journeys without media breaks – all within the branding of the dealer's own portal.



Pre-integrated banks:

The financing platform provides access to a wide range of banks offering attractive rates and financing solutions.



Comprehensive control:

Customisable application with extensive analytics and reporting capabilities.