



## Istobal's Virtual Assistant wins innovation prize

**Istobal has won an innovation award at Motortec Automechanika for its new Virtual Assistant for wash program selection.**

The organizers of the International Exhibition for the Automotive Industry in Spain -to be held on March 18 in Madrid- have made public the list of Gallery of Innovation winners. The awards acknowledge the sector's technological breakthroughs.

In the carwash category, ISTOBAL has received an award for its Virtual Assistant, intended to facilitate wash program selection to customers and reduce selection time by 50%.

Through a user-centered design (UCD) and an algorithm, Kate and Robert -the virtual assistants- help customers choose the wash program that best suits their needs based on the vehicle's condition.