

An alternative approach...



History starts with necessity



2003 and only 28.550€

A collection of vintage firefighting tools is arranged on a dark wooden surface. The tools include two axes with metal heads and wooden handles, a claw hammer, a mallet, a pair of large pincers, a pair of tan leather gloves, a curved hook, a small folding knife, a circular metal object, and a cylindrical metal container. The tools are laid out in a grid-like fashion, showcasing their historical design and materials.

4 partners. Same background.
No tech guys.

A person is seen from behind, running on a grassy hill. In the background, a city skyline is visible under a hazy, orange-tinted sky, suggesting a sunrise or sunset. The person is wearing a red shirt and dark shorts. The city skyline includes several tall buildings, with one prominent spire on the left and a mosque-like structure with minarets on the right.

Big, and quick competitors,
Spain was on shape!

Portada

Adquisición vehículo

[Financiación](#)

[Seguros](#)

[Llámanos](#)

Un coche nuevo con un 15% de descuento
sigue siendo un coche nuevo.
Entonces, **¿por qué pagar más por él?**

Autodescuento, empresa formada por profesionales
y empresas del mundo del automóvil, te ofrece:

- Descuentos de hasta un 15% en cualquier
vehículo.
- Asesoramiento a la hora de elegir un vehículo
nuevo.

Y además:


Financiación, Leasing o Renting a muy bajo
interés con las entidades más prestigiosas.

Venta: Gestionamos la venta de tu coche usado al
mejor precio.

Seguro: Aseguramos tu vehículo con las
compañías más importantes y al mejor precio.

[Descubra cómo.](#)

But we had this plan, this web
page... ;-)

Three vintage payphones are mounted on a light-colored, vertically-ribbed wall. Each phone has a rotary dial and a handset. The middle phone has a small, colorful photograph of a person's face on its lower display. The text is overlaid in white, serif font at the bottom of the image.

So the only plan was calling...
And fighting for every user, for
every 1%, and every 7%

A top-down view of a wooden desk with a teal typewriter, a dark green notebook, a pair of glasses, and some papers.

So we learned and made some
money. But not classifieds... Yet



And winter arrived to Spain....

A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The laptop screen in the background shows lines of code in a dark-themed editor. To the right of the laptop, a black mug with a white crown logo and the text 'KEEP CALM' is visible. The overall scene suggests a focused coding or development environment.

So we started coding (with Marek). While we fought for users, not for dealers



Particulares

Empresas

Colaboradores

Seguros



Bajamos el precio.
El que sea.

Ahora más de un **15%**
comprando tu nuevo coche.

Tengo claro qué coche quiero y busco el mejor precio

Todas las marcas

Todos los modelos

Todos los combustibles

Todas las carrocerías

Todas las puertas

☒ Nuevos

☒ Seminuevos / Km. 0

Buscar coche

Tengo decidido el presupuesto para mi nuevo coche



And this was our long term plan.
Of course calling... With a small web. Still



And the dream came true.
With coches.com

A low-angle, upward-looking photograph of a dense bamboo forest. Numerous tall, slender bamboo stalks rise vertically, filling the frame. Sunlight filters through the thick canopy of green leaves at the top, creating a dappled light effect. The perspective emphasizes the height and density of the forest.

We grew up: idealista, used cars. And at last classifieds!



Only focusing on users: UX, less
adds, validating, banned dealers,
newsletters, ...



And we call. Daily. Just to help

And we keep on dreaming...
What is next?