Did you install 2 AA (or LR6) batteries in the motor?
Always join this end of the track to the previous track piece first, then connect the rest of the track to the tower.
Attaching Chain Links

IMPORTANT:
Attach all the chain links in the same direction.
Attaching Coaster Cars

To attach the cars, slide them onto an open end of the track. If the cars get stuck on the way down, make sure they are not hitting any K'NEX parts.