Online Automotive Retailer Vroom Offers Last Mile Concierge Experience to Denver Locals

April 14, 2021

Car Buyers Within 100-Mile Radius Receive More Personalized Service, Direct to Their Driveways

DENVER, April 14, 2021 (GLOBE NEWSWIRE) -- Vroom, Inc. (Nasdaq:VRM), a leading ecommerce platform for buying and selling used vehicles, today announced the opening of a new Denver hub and a more customized driveway experience for car buyers in a 100-mile radius of the city. Vroom has delivered in the Denver area since the company was founded in 2012 and is now offering an experience that includes a more personalized concierge service where customer advocates transport cars directly to car buyers' driveways on Vroom-branded trucks and show them how to use their new vehicles. Vroom's Denver Last Mile hub is located in Aurora.

Vroom's mission is to offer the best driveway experience possible for both delivery and pickup, especially as the pandemic has increased consumer appetite for remote car buying and selling. Car purchases by Denver-area Vroom customers increased by nearly 80% year-over-year from 2019 to 2020, and cars sold to Vroom by consumers increased by 181%. With an emphasis on customer service, Vroom is taking a unique approach by recruiting employees with hospitality and client service experience. Bolstered by Vroom's Chief Logistics Officer, Mary Kay Wegner, and her logistics leadership team, led by new VP of Transportation, John Piatak, who joined Vroom after leading transportation at Carvana, and VP of Hub Operations, Steve DeVoe, who spent the last six years creating supply chain management solutions at Veritiv, the company recently made its 1000th Last Mile delivery.

"With our valued customers in mind, creating a more personalized driveway experience and rolling out more local hubs across the country has been a priority for us at Vroom and we're excited to launch this offering in Denver," said Mary Kay Wegner, Chief Logistics Officer for Vroom. "As we prioritize expanding the Last Mile experience nationwide, we'll continue to grow and invest in our logistics and delivery teams to support these efforts."

Through its ecommerce platform and data-driven technology, Vroom offers thousands of low-mileage, reconditioned vehicles with delivery to consumers wherever they are in the U.S. It also arranges financing through leading lenders and offers warranty and other value-added products that provide convenience for customers. In addition to providing a better way to buy a car, Vroom's Sell Us Your Car ® offering allows customers who wish to sell or trade in their vehicles to receive appraisals within minutes, attractive market-based pricing, hassle-free loan payoffs and convenient vehicle pickup.

For more information on Vroom's car buying and selling options, visit Vroom.com.

About Vroom:
Vroom is an innovative, end-to-end ecommerce platform designed to offer a better way to buy and a better way to sell used vehicles. The company's scalable, data-driven technology brings all phases of the vehicle buying and selling process to consumers wherever they are and offers an extensive selection of vehicles, transparent pricing, competitive financing, and at-home pick-up and delivery. Vroom is based in New York and Houston and also operates the Texas Direct Auto and CarStory brands. For more information, visit vroom.com.

Media Contact:
Moxie Communications Group
Alyssa Galella
vroom@moxiegrouppr.com
(562) 294-6261

Source: Vroom, Inc.

Source: Vroom, Inc.