Online Automotive Retailer Vroom Announces Extended Mile Hub in Statesville, Offering More Personalized Concierge Experience for North Carolina Customers

February 16, 2022

Car Buyers Within 300-Mile Radius Receive Vroom's Next Tier of More Personalized Delivery Service, Direct to Their Driveways

STATESVILLE, N.C.--(BUSINESS WIRE)--Feb. 16, 2022-- Vroom, Inc. (Nasdaq:VRM), a leading ecommerce platform for buying and selling used vehicles, today announced its new Extended Mile hub in Statesville, North Carolina. Similar to Vroom's Last Mile hubs but with broader reach, the new Extended Mile hub provides a more customized driveway experience for 2.6 million people in more than 600 ZIP codes across North Carolina.

Vroom has delivered in the Statesville area since the company was founded in 2012, but 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. The Statesville Extended Mile hub is one of Vroom's largest, having the capacity to hold up to 1,000 vehicles. The Extended Mile delivery service delivers to customers up to 300 miles away.

Following Vroom's Last Mile hub's success, Vroom began rolling out more hubs across the country last year, with more than 30 launched so far and more coming soon. The Extended Mile program is the next tier of growth for Vroom's customer delivery and pickup experience, and the company plans to launch it in more locations in the coming months. The Last Mile and Extended Mile hub expansion efforts are led by Vroom's Chief Logistics Officer Mary Kay Wegner.

"After successfully opening dozens of Last Mile hubs across the country, we're excited to be leveling up to the next phase of concierge service with our new Extended Mile offering," said Wegner. "Statesville has been an important market for Vroom for years, and we're proud to be part of the recent wave of tech companies that are expanding their presences in North Carolina, specifically near Charlotte."

Vroom's mission is to offer the best driveway experience possible for both delivery and pickup. Car purchases by Statesville-area Vroom customers increased by 244% year-over-year from January 2021 to December 2021, and cars sold to Vroom by Statesville-area consumers increased by 339% during that time. With an emphasis on customer service, Vroom is taking a unique approach by recruiting employees with hospitality and client service experience for its hubs. Along with delivering thousands of vehicles this year, the Extended Mile hub team has also helped local customers celebrate big moments, including surprise birthday and graduation deliveries.

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.

View source version on businesswire.com: https://www.businesswire.com/news/home/20220216005457/en/

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

Source: Vroom, Inc.