

## **FEATURED PRESS RELEASE – AUTOMOTIVE DIGEST**

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### **Vast's CarStory Big Data Gets \$14M to Help Dealers Sell Used Cars Easier**

#### **The Situation:**

A \$14M investment by Capital One Growth Ventures will enable Vast's data-as-a-service platform for autos, CarStory, to make the used car discovery process more efficient and effective for the consumer and give a used car buyer more confidence in their ultimate purchase decision, while benefitting dealers by delivering more-informed, ready-to-buy customers

#### **The Significance to & for dealers:**

Vast connects buyers and sellers of cars and homes through data-driven discovery experiences. CarStory.com, Vast's consumer marketplace, utilizes the Vast data platform to understand consumer intent and match each shopper with the right vehicle.

The investment by Capital One Growth Ventures will enable Vast to grow its CarStory® product footprint while bringing its big data platform to other industries.

#### **Backstory on the Investment:**

For nearly 10 years, Vast has been bringing big-data intelligence to large-ticket purchases. First for dealers, and now also for consumers, Vast creates unrivaled products that leverage its database to create quality leads and interactions. CarStory, which is the industry's first, largest and only mobile-first vehicle discovery platform, now curates over 3.5 million unique vehicles.

#### **What Capital One Growth Ventures had to say about Vast:**

[As part of the investment, Jaidev Shergill, Managing Partner of Capital One Growth Ventures, will join the Vast board of directors.]

“What Vast is delivering to consumers with its CarStory product is very intriguing to us at Capital One,” said Shergill. “Consumers expect more information at their fingertips and for that data to be personalized and customized. Big data technologies enable this and Vast delivers it.”

#### **How Vast's management viewed the infusion of capital:**

“Big data for life's biggest purchases, that's what Vast is all about,” said Vast CEO, John Price. “Our patented approach delivers critical discovery information, predicts alternatives and analyzes the local market to guide the purchase decision in service of the buyer. “

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### **What you need to know about Vast:**

Vast is a big-data-as-service platform that provides consumer experiences —powered by data and analytics — for big purchases in automotive and real estate. Founded in 2005, Vast is the premier provider of big data solutions for many of the Global 1000's largest automotive and real estate businesses. Learn more at [Vast.com](http://Vast.com).

### **What about Capital One Growth Ventures:**

Capital One Growth Ventures (COGV) is the venture investing arm of Capital One, with offices in San Francisco and New York. COGV invests across data, security, payments, and financial technology, and seeks opportunities to build unique strategic relationships that benefit both startups and Capital One customers.

### **And More about CarStory:**

CarStory is a service that matches used car shoppers with the right car. Using patented technology and an industry-leading dataset, CarStory facilitates an efficient, effective discovery process resulting in a confident purchase decision.

With a network of over 6,000 participating dealerships nationwide, CarStory's available inventory and user-data is the largest, and most accurate in the industry. Discover your new used car and drive happily ever after at: [www.carstory.com](http://www.carstory.com).

The logo for Vast, featuring a large, bold, blue letter 'V' followed by the word 'vast' in a dark grey, lowercase, sans-serif font.