



Press Release

heycaar, the online multi-brand platform with quality used cars arrives to the French market

- The online platform heycaar is expanding to its 4th market, France, after successful launch in Germany, UK and Spain to raise the quality standards for the second-hand car buyers
- The multi-brand platform arrives from the start with collaboration of more than 100 dealer groups and a strong network of international partners: car manufacturers, finance institutions and insurance firms
- heycaar will continuously develop a one-stop online shopping experience that includes fully integrated product offerings such as financing, leasing, insurance and other value-added services, while offering customers the flexibility to buy used cars online or offline from the dealer based on their individual preferences

Paris, 9 December 2021 –The multi-brand platform heycaar launches services in the French market, offering customers high-quality used cars backed by dealer guarantees. After Germany (2017), the United Kingdom (2019) and Spain (2020), France is the heycaar Group’s fourth market. In addition to Volkswagen Financial Services, Volkswagen Group, Daimler Mobility and Allianz, the Renault Group together with RCI Bank and Services will become shareholders of the heycaar Group.

heycaar is quickly growing in the European used car space, representing a global offer of more than 350,000 cars and working with a network of more than 6,000 dealers to promote quality vehicles and services directly to customers. Cars featured on the platform are younger than 8 years, have less than 150,000 KM on the clock, and come with a dealer guarantee. The main objective of heycaar.fr is to create and offer the best solutions, both for buyers of used cars and for the different players in the automotive sector, who have a strong interest in offering their services through an innovative online channel. In this way, the platform is open to dealers of all brands and collaborates with their financial partners to support the purchase process. For entering the French market, Daimler, Renault and Volkswagen including all brands are working closely with heycaar, sharing the same objective of creating added value for customers and dealers through the digital marketing of used cars. The close connection with the automobile companies opens important market access for heycaar and provides a direct link to local dealers. As a result, customers in France now have access to a selection of attractive quality used cars from more than 1 120 dealer partners from the outset. The company is launching with 30,000 vehicles on the platform and aims to expand to 100,000 vehicles in 2022 across all established automotive brands and is open to new partners joining its project.

“Our ambition is to become a reliable partner for both manufacturers and dealers and grow together into a leading platform for quality used cars in Europe. France is an important step on our internationalization roadmap” explains Florian Schlieper, CEO of heycar Group. “Next to our existing strong relationship with Volkswagen Financial Services, Volkswagen Group, Daimler and Allianz we are very pleased to now also welcome Renault Group and its subsidiary RCI Bank and Services as our new partner, a strong local brand with a wealth of experience and knowledge to support our ambitious growth targets.”

Mathias Hioco, with an extensive experience in both the used car sector and digital platforms, has been appointed regional CEO of the company by heycar Group. “We will offer our partners - whether dealers, manufacturers, financing or insurance providers – an additional digital sales channel to present their products and services. This will allow us to offer customers in France a highly trusted online shopping experience, in addition to special offers and services, with a simple and transparent online journey and with the flexibility to buy used cars online or offline at the dealership. This makes our proposition unique in the online used car market”. Hioco explains that “dealer networks are currently struggling with increased cost of listing used cars on online platforms, as this reduces dealer margins without ensuring a higher quantity and quality of leads or sales.” For this reason, heycar does not charge dealers listing fees, “which encourages them to publish all the quality cars they have without any limit,” he adds. Heycar.fr only charges dealers for a lead that is sent to them. In the initial period after the launch, heycar will offer a 100% discount to dealers on this cost.

“We are at the beginning of our journey in France, but by working closely with our partners we will grow our multi-brand offer in 2022 and enable customers to find used cars with clear quality criteria, special offers and unique financing deals in an online experience with no surprises and, moreover, no distractions from ads. ”

heycar guarantees a hassle-free used car purchase

According to a survey conducted by Harris Interactive for heycar France, 75% of French people said they would be more worried about buying a used car than a new one, citing problems appearing shortly after the sale as the main reason. In fact, 87% of the potential buyers said they turn in priority to branded dealers and look for reassurance through the guarantee or the history of the vehicle. The advantage of the heycar platform compared to other listing sites is precisely to offer an ecosystem that meets these expectations and presents offers based on more rigorous criteria than just price. “By cooperating with manufacturers and their dealer networks, we are a partner of trust for consumers – and can provide attractive vehicle offers and additional services including financing and leasing in the near future,” explains Mathias Hioco.

heycar France is expanding its offer of high-quality used cars in 2022 and will continuously adding functionalities to the customer experience such as financing options, insurance products and other value-added services. For a complete one-stop-shop experience for customers in France, heycar will work on the full integration of end-to-end online purchasing options.

About the heycar Group

The heycar Group (Mobility Trader Holding GmbH) bundles all heycar national companies under one roof. Shareholders include Volkswagen Financial Services, Volkswagen, Daimler Mobility, and Allianz. Renault Group and its subsidiary RCI Bank and Services will join the list of shareholders soon. heycar is the fastest growing platform for quality used cars in the European automotive industry. We have been offering our customers a user-friendly and ad-free online platform for quality used cars of all classes and well-known brands since 2017. The financing offerings of our partners are deeply integrated into our services. Our goal is to revolutionize the way people buy and experience cars. We are data-driven and always put our customers at the centre of everything we do. We operate in Germany, UK, Spain and France and are forging ahead with our expansion into new markets. heycar Group headquarter is in Berlin. CEO of the heycar Group is Florian Schlieper, while André Warmuth is CFO.

The office of heycar France is located in Paris. CEO of heycar France is Mathias Hioco, while Niels Bolher is CFO.

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