Zooomr Announces New Funding Round

Zooomr, an automotive startup which enables consumers to get their next car lease online -- is pleased to announce a new round of funding. In addition, Zooomr has appointed a new member to its Board of Directors.

NYC, New York (PRWEB) September 18, 2017 -- Zooomr, an automotive tech startup, is pleased to announce a new round of funding with Brand Labs. This new round of funding will accelerate the rate of platform development and other objectives. Zooomr is currently in closed beta – and is one of the few companies to allow consumers to lease their next car online. With it’s closed beta running successfully, Zooomr is poised to launch to the general public in Q4 of 2017.

Maxinder Soni, CEO of Zooomr mentioned, “We anticipate launching in NYC and Los Angeles soon. With these two cities being such big hubs, it makes total sense for us to perfect the process in our closed-beta, and then unveil it to consumers in two of the biggest cities in the USA.”

In addition to raising funds to accelerate growth, Zooomr is pleased to announce the appointment of Brand Labs CEO Alexander “Sasha” Aksenov, to its Board of Directors.

“We’re excited that Brand Labs recognizes Zooomr’s potential and has joined, both as a funder, and as an advisor. Brand Labs is more than investor for us, it’s a partner who can guide us in implementing a brand communication strategy. We’re offering a never before seen product, and Brand Labs experience in automotive marketing will be critical,” said Maxinder.

Zooomr enables consumers to avoid going to dealerships completely. Using a smartphone or computer, consumers can virtualize the entire car leasing experience. Consumers can lease their new car from the comfort of their home. Consumers visit Zooomr, and find the exact car they want. Zooomr assigns a specialist, who locates the vehicle through it’s vast dealer network. All aspects of paperwork, negotiation, are done virtually through Zooomr’s dashboard. Clients never step foot into a dealership, and their car is delivered to their home.

This unmatched convenience, comes second to the fact Zooomr gives consumers amazing prices. In almost all cases, consumers get prices they’d never be able to negotiate themselves.

Zooomr’s consumer experience can be condensed into three steps. 
Find Your Car: Consumers find and build the car they would like. The exact car build is sent to Zooomr’s network of dealers.

Select Your Deal: For each car consumers, the best offer is sent in the consumer’s online dashboard. Consumers pick the car/offer they want and submit all the necessary documentation to our concierge specialists. This information is processed by our specialists and forwarded to the appropriate dealer.

Schedule Delivery: Once you’ve selected the car offer you want, and have submitted all the necessary paperwork, select a time and date for your delivery.

“Consumers want transparency, and they want to avoid the aggravation associated with getting a new car. With so many aspects of our lives shifting online, getting a new car online is natural evolution. Zooomr is creating
the necessary technology so that both consumers and dealers are engaged, and getting value for their participation. We eventually plan on expanding into other countries, such as India, where we see a huge market and opportunity, once we've created a model in USA.” said Maxinder Soni.

About Zooomr
Zooomr engages car dealers and consumers in order to create a more streamlined e-commerce experience in the automotive industry. We make car leasing transparent, and convenient. With no hidden fees, we help consumers get prices they can never get on their own. Currently in closed beta, Zooomr is poised to launch in NYC and Los Angeles.

About Brand Labs
Brand Labs is a business development agency based out of NYC. The firm provides startups and businesses of all sizes 360 degree guidance in all aspects of growing their business.
Contact Information
Maxinder Soni
Zooomr
http://https://www.zooomr.com
+1 8008241336

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