

Finnish-born innovation Good2Know revolutionizes the used car market, bringing full transparency to vehicle trading

A new AI-powered data platform for used cars aggregates information from hundreds of reliable sources. Good2Know offers car manufacturers and dealers a fast, reliable way to access the most comprehensive and clear vehicle data for used cars. The company has just raised one million euros in a funding round.

According to [statistics from the Finnish Information Centre of the Automobile Sector](#), the used car market is very active, while demand for new cars has been declining. Finland's vehicle fleet is aging at a record pace, which means more repairs and maintenance. Yet behind the hundreds of billions of euros in the used car market lies a massive problem. The condition and usage history of vehicles pose significant challenges for used car trading. Common hidden issues include tampered odometer readings, concealed damage and accidents.

[Good2Know](#) is a product developed by a Finnish trio, born out of the founders' own need and frustration with the unreliable used car market. Behind the vehicle intelligence platform are automotive veterans Tomi Keinänen, Jarmo Paabo, and Henri Vähäkainu, who is also a founding member of AppGyver and Verge Motorcycles.

"There are a lot of scams in the used car market. Hidden problems often surface only when it is already too late, or critical details were never mentioned at the time of purchase. Good2Know reveals the true DNA of used cars. We want to make buying and selling cars safe, transparent, and effortless for everyone," says Good2Know CEO Tomi Keinänen.

More structured data to support decision-making

Most data services in the sector offer limited, fragmented information in a static format. Good2Know uses artificial intelligence to combine, validate, and structure a vehicle's lifecycle data into a single, clear view. The platform generates real-time results by utilizing information from various sources, including insurance companies, authorities, inspection stations, and original manufacturers. Clear, up-to-date information speeds up decision-making, reduces disputes, and lowers trading risks.

"The automotive data market is outdated and incomplete. Buyers, dealers, and marketplaces all face the same lack of transparency. There are thousands of data sources, but large files and old reports are hard to interpret," says Good2Know Chief Product Officer Jarmo Paabo.

According to Paabo, the challenge in automotive commerce is not the lack of information, but specifically how it is structured and interpreted. Good2Know provides a solution to this problem.

“We are building the infrastructure for transparency that standardizes how vehicle lifecycle data is presented. When the data is structured and can be verified, trust becomes systematic,” Paabo continues.

Rethink Ventures boosts growth with a significant investment

Good2Know has secured one million euros in funding from the German venture capital firm Rethink Ventures. Based in Munich, Rethink Ventures backs early-stage startups that are transforming automotive, logistics, and supply chain technology across Europe. Rethink Ventures’ focused investment strategy and investor base including several large players in the automotive and transportation industry, enabling the firm to provide founders with both capital and deep industry infrastructure.

“Good2Know is building the data infrastructure that has been sorely missing from the European used car market. The company introduces transparency and ultimately boosts liquidity for an industry that has previously been forced to rely on fragmented and inadequate information,” says **Jens-Philipp Klein**, General Partner of Rethink Ventures.

Good2Know already serves several customers in Finland and has attracted growing interest from international partners. The company is piloting its platform with leading car dealer groups, multinational insurance partners, and several online marketplaces in the Nordics and Central Europe.

A new standard for transparency in car trading

The Good2Know platform is designed for all stakeholders who use vehicle data, including car manufacturers and dealers, marketplaces, insurance companies, and financial institutions. The goal is to build a unified and standardized way to present all of a vehicle’s lifecycle data. When transparency is a structural part of trading, the entire market functions more effectively.

Boilerplate:

Good2Know is building transparency-enhancing infrastructure for the automotive trade. The company’s platform consolidates all of a vehicle’s lifecycle data into a single validated, structured dataset and produces predictive risk signals to support decision-making. Good2Know partners with dealers, marketplaces, and insurance and finance companies. The company is also developing a consumer app, to be launched later in 2026, which will bring the same infrastructure to private buyers.

Further information and interview requests:

press@good2know.co