

Rinta-Joupin Autoliike strengthens transparency in the used car market

The dealership, which sells approximately 35,000 vehicles annually, is expanding its use of Good2Know. The goal is to make verified vehicle lifecycle data available to employees involved in purchasing and sales and to improve the reliability of the information provided to customers.

Vaasa and Tallinn, August 27, 2026

Used car buyers may be concerned about possible damage, incomplete service history, or whether important information about a vehicle will emerge only after the purchase. Rinta-Joupin Autoliike aims to reduce these uncertainties by making verified vehicle lifecycle data an integral part of its purchasing and sales processes.

Rinta-Joupin Autoliike is expanding its use of Good2Know to review vehicle equipment specifications, damage history, and service history. The company intends to use the service for all incoming vehicles and integrate it into the dealership's own system.

"A customer's biggest concern is that a vehicle may have a damage history or an unusual service history. Customers know before they buy if a vehicle has sustained repaired damage or if a service interval has been exceeded. It does not come as a surprise."

Niko Puska, Sales Director at Rinta-Joupin Autoliike

Bringing fragmented information into one service

Information about a used vehicle may be scattered across different registries, manufacturer systems, and other data sources. For imported vehicles in particular, service, damage, and equipment data may remain in systems in the country of origin.

Previously, information about the same vehicle sometimes had to be retrieved from several different sources. When necessary, details were also requested from previous owners.

Good2Know brings together information needed to review a vehicle in one service, where it can be retrieved using the vehicle identification number or registration number.

"Previously, the same information had to be retrieved from several different sources. Now, using a single vehicle identification number or registration number, the information is available through one portal. This makes the review process significantly easier and faster."

Niko Puska, Sales Director at Rinta-Joupin Autoliike

Verified lifecycle data supports vehicle purchasing, reconditioning, pricing, and sales. If the data indicates a potential service or repair need, the issue can be investigated further and the necessary work completed before the vehicle is sold.

Verified information strengthens customer trust

Rinta-Joupin Autoliike aims to be worthy of its customers' recommendations. The company is guided by the values of speed, trust, warmth, and courage. By adopting new operating models, the dealership seeks to strengthen customer confidence in buying, selling, and trading vehicles.

When a vehicle's history is known, the salesperson can discuss it openly with the customer before a purchase decision is made. Verified lifecycle data also helps the dealership make more informed decisions about vehicle acquisition and pricing.

"Dealerships that are not yet managing their operations with data are hopelessly behind."

Susa Niemelä, Director of Digital Business at Rinta-Joupin Autoliike

Vehicle lifecycle data as part of daily work

The first phase of Good2Know's implementation at Rinta-Joupin Autoliike has been completed. The next step is to integrate the service into the dealership's own system through APIs and expand its use across the organization.

The goal is to make verified vehicle lifecycle data readily available to employees involved in purchasing and sales whenever a vehicle is acquired, evaluated, priced, or sold.

"Rinta-Joupin Autoliike's decision to expand its use of the service demonstrates how vehicle lifecycle data can be applied in practice at a large dealership. The data supports both dealership decision-making and the reliability of the information provided to customers."

Tomi Keinänen, CEO of Good2Know

When large dealerships make the review of vehicle lifecycle data an integral part of their operations, verified information can become a new baseline for the used car market. For customers, this means greater transparency, fewer surprises, and a stronger basis for making an informed purchase decision.

About Rinta-Joupin Autoliike

Rinta-Joupin Autoliike is a family-owned dealership with more than 70 years of experience and locations throughout Finland. The company sells approximately 35,000 vehicles annually and is Finland's third-largest used car dealership.

rinta-jouppi.fi

About Good2Know

Good2Know is a Finnish-founded vehicle data technology company based in Tallinn, Estonia. Founded by Tomi Keinänen, Jarmo Paabo, and Henri Vähäkainu, the company brings together vehicle lifecycle data from multiple sources and makes it available to dealerships and other automotive industry participants. Good2Know helps companies review information including vehicle equipment specifications, damage history, and service history.

good2know.co