

Finnish car dealers are making vehicle background checks standard. Now the approach is coming to Sweden

Good2Know, a vehicle data company with Finnish roots that works with several major car dealers in Finland, is entering the Swedish market. As part of the expansion, Teodor Sternäng has joined the company as its first employee in Sweden to lead business development in the market.

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Background checks on used cars are nothing new, in Sweden or elsewhere. What is new is that they can be built into a dealership's entire workflow. This allows every vehicle to be reviewed as a standard step in the process, not only when something appears unusual.

Good2Know brings together, verifies and structures vehicle data from multiple sources in a single service. This reduces the need for separate tools and manual searches. Dealers can review information including vehicle equipment, damage history and service history when appraising, acquiring and selling vehicles.

The service is available through a web interface and can also be integrated into a dealer's own systems via API.

Building on results in Finland

Good2Know already works with several major players in the Finnish market. Its customers include Rinta-Joupin Autoliike, Finland's third-largest used-car retailer with approximately 35,000 vehicles sold annually, and the nationwide used-car chain Vaihtoautomaa.

In August, Rinta-Joupin Autoliike announced that it would expand its use of Good2Know across the company. Its long-term goal is to check every incoming vehicle and make the information available to those responsible for purchasing, vehicle preparation, pricing and sales.

"I have worked in the car trade myself and know how much time can be spent finding and comparing vehicle information from different sources. Our ambition in Sweden is clear: to give dealers a consolidated and verified view of a vehicle when the decision is being made. This can reduce manual work and give both the dealer and the next buyer better information on which to base their decisions," says Teodor Sternäng, Business Development Manager at Good2Know.

Teodor has more than 20 years of experience in sales and key account management in the Nordic region. His background includes corporate car sales at Bilja in Stockholm and seven years in key account roles at Nike.

"Background checks are nothing new in the car trade. What is new is that they can become a standard step for every vehicle across the business, rather than something done only when there is a reason to investigate a vehicle more closely. That is where the industry is heading, and it is what we are now building in Sweden. Teodor gives us both a local presence and first-hand experience of the car trade," says Tomi Keinänen, CEO and co-founder of Good2Know.

In addition to Sweden, Teodor will also be responsible for Good2Know's business development in Denmark.

About Good2Know

Good2Know is a European vehicle data company with Finnish roots and its headquarters in Tallinn, Estonia. The company was established in Estonia in 2024 by Tomi Keinänen, Jarmo Paabo and Henri Vähäkainu.

Good2Know brings together, verifies and structures vehicle data from more than 100 sources and makes it available through APIs and a web interface to automotive dealers, marketplaces, insurers and finance providers.

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