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VINCUE SECURES $93 MILLION IN GROWTH CAPITAL LED BY WAVECREST GROWTH PARTNERS

Investment will accelerate VINCUE's rollout of its AI-first platform built on its new Protos foundation, and fund a significant expansion of the company's go-to-market, product, and dealer performance organizations.

KANSAS CITY, MO (November 17, 2026) VINCUE, the creator of the industry's leading end-to-end vehicle lifecycle intelligence platform, today announced it has closed $93 million in growth capital led by Wavecrest Growth Partners, with participation from existing investor FM Capital, a strategic investor in the mobility market. The investment will fund the acceleration of VINCUE's product roadmap and a significant expansion of the company's go-to-market and dealer services teams.

The investment follows two consecutive years of nearly 100% growth for VINCUE, driven by deep investment and expertise in vehicle acquisition and merchandising. VINCUE's agility keeps their solution market-synced, and their current release is well-timed as franchise dealers have started relying more heavily on used vehicle operations as a primary profit center.

"We didn't raise this capital to keep pace with where the industry is today, we raised it to build what the industry needs next," said Chris Hoke, Founder and Chief Executive Officer of VINCUE. "Every dollar of this investment goes toward two things: building AI as the technical foundation of the platform, and making sure our customers and prospects get the full value of that technology in their stores. Leading with and for our dealers, we are defining what retail automotive intelligence looks like for the next generation of dealerships."

Concurrent with the financing, the Company has added new members to VINCUE's board of directors, including Deepak Sindwani, Managing Partner at Wavecrest Growth Partners, and Anthony Giannobile, Principal at Wavecrest. They will advise the executive leadership team on strategic direction and operational scale, as well as facilitate strategic business and technical partnerships within the extensive Wavecrest portfolio of companies.

"VINCUE isn't chasing a category, it's creating a new one," said Sindwani. "This team is setting a benchmark for retail automotive intelligence, with direct margin enhancement capabilities across vehicle pricing, acquisition, inventory management, and other areas. They are doing it with a level of discipline and product vision you rarely see at this stage. We are very excited to partner with Chris, Danny, and the team to further expand their products and market share. We believe VINCUE is one of the most exciting companies in automotive technology today."

VINCUE Co-Founder and President Danny Zaslavsky said the partnership was as much about fit as capital. "We were honored to learn that Wavecrest has been watching our progress for several years. They grew to not just understand our business, but believe in our people, our culture, and what we are doing for dealers," said Zaslavsky. "We know we have the right partner to help us realize what VINCUE can and needs to become. This capital is the fuel we need to pursue an aggressive product roadmap and provide a higher level of support and strategy than dealers have ever experienced. Dealers on VINCUE will benefit from a foundation being built for where they need to go, not where they've been. We're excited to accelerate our traction with the dealers who have not yet adopted VINCUE."

VINCUE has always approached its growth through product development and innovation. At its sold-out UNLEASHED 2026 conference in Kansas City, the company introduced Protos Intelligence to more than

550 dealers, partners, and industry professionals. Protos, Greek for “first,” is a ground-up rebuild of the VINCUE platform with AI at its foundation rather than layered on top as a widget or plug-in.

“The internet gave dealers access to data and information in ways we never had,” said Andy Wright, Managing Partner at Vinart Dealerships. “But now, artificial intelligence gives us the ability to analyze and act on that data in ways that no single person would have the capacity to. Just as the internet redefined inventory management a generation ago, VINCUE is redefining it for the AI era, transforming inventory from something dealers manage into something that continuously informs smarter, faster, and more profitable decisions.”

With Protos, dealers can type or speak questions directly to their own inventory data and get answers in plain language, the same way users use ChatGPT or Claude. Its pricing models include Signal Appraisal, which predicts a vehicle’s retail sale price and recalculates the appraisal as managers adjust gross and turn targets, accounting for holding costs, and the Predictive Market Report, which forecasts wholesale values instead of reporting past auction results.

At the conference, VINCUE also announced early results from its first 100 dealers using Buy Center Pro for Service Lane Acquisition. From the main stage, Zaslavsky reported that in the first 9 months of the year, dealers using Buy Center Pro and its AI Agent, Benjamin, have generated an additional $5M in front end gross from service lane acquisition alone. They also reported more than 20 partner integrations, including Tekion, DriveCentric, LumaScanner, AppraisalPRO, and Auto Hauler Exchange, deepening the connected systems dealers already rely on every day.

Existing investor FM Capital added to its position in the Company. Mark Norman, Managing Partner at FM Capital, said: “VINCUE has built a product that leading dealers rely on every day, and the team has scaled it with real discipline. We’re excited to continue backing Chris, Danny, and the team as they bring Protos to more dealers.”

TD Securities served as financial advisor to VINCUE throughout the transaction, guiding deal structure and negotiations from start to close. Kennyhertz Perry Attorneys at Law and Hogan Lovells Cadwalader served as counsel to the Company, and Gunderson Dettmer served as counsel to Wavecrest.

VINCUE was founded by Chris Hoke, Danny Zaslavsky, Brian Kellogg, and Jeff Rice as a mobile appraisal app. It has since expanded to cover every stage of the vehicle lifecycle, from plan to buy to manage to sell, replacing multiple systems and disciplines with a single platform. Today, VINCUE offers a unified vehicle lifecycle management platform that unifies all inventory data, actions, and insights.

ABOUT VINCUE

VINCUE is the retail automotive intelligence platform that unifies the vehicle lifecycle, from plan to buy to manage to sell, inside a single connected system. Built on a philosophy of innovation through integration, VINCUE brings appraisal, acquisition, pricing, stocking, and merchandising together in one workflow, replacing the patchwork of disconnected tools dealers have relied on for decades. Through Protos, its AI-native technology foundation, VINCUE harnesses data at every stage to help dealers move faster and more profitably, maximizing gross and turn on every unit. VINCUE is expanding rapidly across the automotive industry. Learn more at vincue.com.

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ABOUT WAVECREST GROWTH PARTNERS

Wavecrest Growth Partners is a growth equity firm focused on investing in and partnering with leading B2B software and technology-enabled services companies based in North America and Western Europe. Wavecrest targets investments in high-growth companies with proven products and business models and brings a differentiated combination of investing and operating experience to help accelerate growth and profitability. Representative investments include Carpool Logistics, Impel, RapidWorks, Recentive Analytics, and numerous others. For more information, visit wavecrestgrowth.com.

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ABOUT FM CAPITAL

FM Capital is a venture capital firm focused on technologies transforming the transportation industry. The firm's investor base is drawn directly from the automotive ecosystem, including dealers, distributors, OEMs, suppliers, and insurers, giving portfolio companies direct commercial access to the industry alongside capital. FM Capital typically invests between $5 million and $15 million in early to growth stage companies building transformative solutions in transportation, and closed its fourth fund at $240 million in 2025. The firm is led by Managing Partners Chase Fraser and Mark Norman. Learn more at fmcap.com.

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