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You can also call me and I will be happy to accept interview requests by phone, online meeting or live in Finland.

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Every day from 9 am to 9 pm in Finland (GMT+3).

**InspectWise Ltd** (company id FI27918938) is the market leader in providing car inspections in Europe for customers in Finland. The company name changed in July. It was previously **Suomen Tuontipalvelu Oy**. The company has been operating since 2016 and in the financial year ended 04/2021, net sales were EUR 2.8 million. The company has sold car inspection services in Europe to Finnish consumers through the website [www.auto-saksasta.fi](http://www.auto-saksasta.fi). In July 2021, the company launched a new platform economy solution for international markets, [www.inspectwise.net](http://www.inspectwise.net), and at the same time released iOS and Android applications for creating and ordering car inspection reports.

### THE FOUNDER OF INSPECTWISE WAS SCAMMED WHICH LED TO NEW INNOVATION

**Does a private car buyer have any chance of identifying a stolen car with changed identity when it has been changed by professionals? Why have almost one in two people who bought a used car in the EU had problems during the first year? Why does the car trade employ consumer authorities in Finland many times more than any other sector? Reflecting on such issues led Tomi Rantanen to come up with a new platform economy solution, which was completed with Business Finland's corona support.**

On 22 July 2021, [Taloussanomat](#) reported that Finland's biggest used car seller Kamux had paid its contracting partner in Germany EUR 3.7 million for used cars that had never been delivered to it. Buying used cars in Europe is risky for professionals and consumers. The industry has attracted professional criminals. Millions of euros are scammed from used car buyers in the EU every year.

InspectWise Oy's CEO Tomi Rantanen has published a video in which he tells real horror stories of the car trade from the past years. He also talks about how he himself fell victim to professional criminals when buying a used car in Germany. The video is 24 minutes long, but these crime stories captivate the listener. This video is available on YouTube: <https://youtu.be/RSEHfg6jJjk>. It has English subtitles.

### Corona subsidies for development work

The risks caused by criminal activity and the large number of consumer disputes in the car trade led Tomi Rantanen, the founder of InspectWise Ltd, to come up with a completely new service concept. The service and applications launched under the name InspectWise were developed during the year

with the corona support granted by Business Finland. You can visit the concept at [www.inspectwise.net](http://www.inspectwise.net). The aim is to make insurance cover against crimes and professional help for purchasing available to everyone when making car sales.

InspectWise Ltd was one of the companies to which Business Finland granted almost one hundred thousand euros in corona subsidies last spring. With this support, the internationalization project, which had been at the stage of ideation for a long time, was quickly developed.

### **Recruitment in progress**

We have just opened a pan-European recruitment and are also looking for vehicle inspectors in all Finnish municipalities. We are training new inspectors to work and we believe that this will become a new source of additional income or even a profession for many. You can register at: [www.inspectwise.net/rekry](http://www.inspectwise.net/rekry)

### **Platform economy solution**

InspectWise is a platform that provides software and tools for inspecting cars. The site allows vehicle inspectors around the world to offer their services to consumers and car dealers. The inspection report with the mobile application is really comprehensive and we have put all the experience and expertise we have gained in inspecting cars into its development.

This service is easier and faster to scale to international markets than **Uber, UberEats or AirBNB**. Automotive professionals can register as inspectors right away from anywhere in the world. If a car engineer adds himself to the map in Dubai, then a car buyer can immediately order an inspection report from this new inspector about a car for sale there.

Platform operators have recently been barked at by the media about paying too little compensation to their subcontractors. We have an agent who can inspect the price at which he is willing to inspect the vehicle. A hard-working professional can easily earn several hundred euros for a thorough inspection of a car. The inspection usually takes about a couple of hours.

### **Security is especially needed when going shopping in other EU countries**

When buying a used car, the consumer is in real danger of losing their money to criminals. Kamux could have fallen into a similar trap to the kind I fell myself five years ago. The criminals must have sold cars they didn't even own.

In the fall of 2016, a criminal gang with forged passports set up a car trade company in Germany. They took new cars from the dealerships for a test drive and forged the registration documents for these cars so that their company name was in the counterfeit owner's place. I paid over 60,000 euros for such a car myself as a bank transfer to a criminal-controlled account. The money quickly disappeared from there. The criminals had left a fingerprint at the bank when the account was opened, but that fingerprint did not match any international records. According to German police reports, these scammers managed to collect more than a million euros from various victims. And they never got caught.

Similar scams are constantly happening in Europe. Kamux and I paid for non-existent cars. But there are other dangers in Europe.

## Stolen and cloned cars in Europe

While in Finland cheap cars are the target of theft by drunken youngsters, in Europe, premium brands and newer cars are at the top of the list of stolen cars. Criminals are manufactured by professionally operating criminal leagues.

There are also a lot of stolen cars on sale. More than half a million cars are stolen in Europe every year, and 55% of these are permanently lost. In reality, some of these are returned to traffic cloned. Cloning means that the identity of a car of the same model is copied to the stolen car. The car is transferred to a workshop where new metal sheets are welded to the frame and counterfeit serial numbers are stamped. Documents are also copied from the car being copied. After cloning there will be two cars in traffic with the same identity.

Every year, these cloned cars end up in Finland even for sale at local car dealerships. Some of these cloned cars will never get caught. There is no effective communication between police officers in different EU countries. Usually, a cloned car is identified when it is taken to a dealership for service or repair. The shop will obtain the correct Serial Number from the car's central unit, or the service technician will notice that the car's equipment does not match what equipment it should have based on the serial number.

A good friend of mine fell victim to such a crime. He bought a car from Germany with the help of a Finnish professional broker, which had been stolen in Switzerland six months earlier and after that the car's identity had been changed. This car was confiscated and my friend lost money as well as the car. He still needed to pay a bank he took for that car. Police returned the car to a Swiss insurance company. My friend did not receive any compensation. The seller was caught but he was destitute. He was just the last link in the criminal chain. According to the Finnish prosecutor, the broker could not have identified the car as stolen.

Cloning can only be identified during an inspection by comparing the car's equipment to the factory's equipment list. Such an inspection should always be done if you are buying an expensive car from a slightly suspicious seller.

## Online scams

One of the most diabolical scams I've come across in the last year is the hijacking of branded websites. The criminals have hacked and exchanged their own contact information on the website of Mercedes' German district dealers. Unsuspecting buyers have received very professionally drafted and authentic sales contracts and invoices. In everything, it looks like you're dealing with a brand car dealer. The account number on the invoice is in the possession of criminals. Money sent is permanently lost to the criminals.

A Finnish car dealer had already typed in a payment for the car in online banking, but fortunately he stopped and decided to make further verifications. Calling a number listed for the German car dealer on an online phone book was a rescue. The customer service representative who answered the phone had told him that the store's pages had been hacked and confirmed that the invoice received was from fraudsters.

On their own, there are online announcements in which scammers trade non-existent cars well below market price. Such an ad is identified not only by a suspiciously cheap price but also by the fact that there is no phone number and in response to an email inquiry you get a long story about why the seller had to move abroad and now sells his car quickly.

We are asked for import offers for these cars on scam ads every week. In summary, I would like to say that if any car offer online is too good to be true, then it really is not true.

### **Consumer disputes in Finland**

Used cars are now sold more in Finland than ever before. At the same time, home deliveries of cars have increased.

This trend is also reflected in [consumer disputes](#).

The car trade is by far the largest employer in consumer advice. It's from year to year with its very own readings. Every year, consumers ask for advice for car deals about 14,000 times. That means an average of nearly 40 queries every single day. I believe this figure will continue to grow in 2021. Car trade disputes are multiple compared to all other product groups and service sectors.

Often, counseling does not help. Consumers do not come to a settlement with car dealers through counseling. Every weekday, the Consumer Disputes Board makes 2 or 3 settlement proposals for car trade disputes. The Consumer Disputes Board only makes proposals for business-to-consumer transactions. In addition to this, cars are also sold between consumers and between car dealers. Disputes in these transactions do not appear in the figures of the Consumer Advice or the Consumer Disputes Board.

It is quite common for a car to lack the equipment that was advertised in the ad. For example, we often come across a car advertised as a four-wheel drive, but when the car is inspected our agent notices that it is only rear drive.

If the equipment is not missing, then often it will not work. Often the seller praises the offered car on the phone but the reality of the condition of the car is not something to be praised. Cars also often have latent defects.

Even an honest car dealer does not always have time to thoroughly check the car they have put up for sale.

These car deals are then quarreled in retrospect. State-hired consumer advisers have a lot of work to do in drafting settlement proposals.

It would be in the interest of all parties to have the used car inspected by an external professional before the car deal is agreed on. The price could then be agreed before the deal, rather than retrospectively. Everyone's time and nerves would be saved. Commissioning an pre-purchase inspection should become a new standard operating model. It would significantly increase the efficiency of the used car trade and free up the car trade resources for something more productive from handling complaints.

I believe InspectWise will create a new business model for the used car trade. More inspections are also needed in domestic trade with Finland or other countries. After our network of inspectors is comprehensive, operations will become truly cost-effective throughout Europe. In the future, car dealers can direct consumers to order an inspection report from us. In this way, the consumer does not rely solely on the word of the car dealer when buying a car.

### Consumer disputes in the EU

In 2014, the EU commissioned an extensive [study on the trade in used cars](#).

Consumers who bought a used car had:

- 41% problems within a year of buying a car
- 57% had problems within a year if they bought a car from another EU country
- Car trade disputes were estimated to cost between € 1.9 billion and € 4.1 billion a year in the EU
- On average, the consumer spent 23 hours resolving a car trade dispute
- Consumer confidence in car dealerships was low (7.3 / 10 dealerships and 6.4 / 10 small shops)

### Solution model

The best solution to these big problems in the used car trade in Finland and also in the EU as a whole would be for consumers to order a pre-purchase inspection report of the car from a professional before deciding to buy it.

In addition, consumers need insurance coverage against crimes. Insurances against losses caused by scam or fraud is available to businesses, but not directly to consumers. However, the consumer can obtain the security provided by this type of insurance when he buys a used car through a company that is financially strong and has insurance coverage against criminal actions.

Finland's biggest financial institute OP-Pohjola has issued an insurance policy to InspectWise Oy, which covers damages caused by crimes or scams up to EUR 200,000. When a customer buys a car through us, this insurance is also securing his car deal.

InspectWise Ltd not only provides vehicle inspection reports. Reliable and long-established professionals can buy a car remotely on behalf of the customer. When the car deal passes through InspectWise Ltd at a small additional cost the consumer can enjoy complete security.

This operating model for securing the car trade is available when buying a car from any EU country. If you are buying a car from a private or suspicious car dealer, you can secure the deal by hiring an experienced professional buyer from InspectWise Ltd to do the deal securely.