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Pocket Welcomes Industry Veteran Richie Asay as Investor and Board Member to Accelerate Luxury Vehicle Innovation

OREM (April 7, 2025) – Pocket proudly announces that Richie Asay, an industry veteran with over 10,000 transactions, \$350 million in aggregate value, in the dealership space, has invested in the company, joined its Board of Directors and its executive team. His involvement bolsters Pocket’s mission while automating processes, speeding up transactions, ensuring nationwide compliance, and empowering Pocket clients to “ditch the dealership forever.”

“We’re ecstatic to have Richie Asay join us as an investor, board member, and Chief Digital Dealership Officer,” said Jeremy Crane, CEO and Founder of Pocket. “His expertise supercharges our trajectory toward processing \$100 million in transactions, for 2025, while blending our cutting-edge technology platform with industry know-how to redefine the luxury vehicle experience.”

Richie brings decades of automotive expertise and a proven track record to Pocket. “I saw the potential in Pocket’s innovative approach to an industry that’s traditionally been antiquated and slow to change,” said Richie Asay. “Their technology and forward-thinking strategy are exactly what’s needed to transform the luxury vehicle market, and I’m excited to help shape that future.”

In his role as Chief Digital Dealership Officer, Richie will focus on optimizing Pocket's suite of tech and sales tools—including Pocket Digital Dealership—to rapidly process transactions nationwide compliantly. Pocket's proprietary platforms have already disrupted traditional dealership models by offering clients a concierge style transparent, efficient alternative for luxury vehicle transactions. With Richie's leadership and investment, the company aims to further expand its reach and refine its offerings, providing clients with a seamless, dealership-free experience backed by robust compliance and innovative automation.

To learn more about Pocket's innovative solutions, visit <https://pocketlistautos.com>.

ABOUT POCKET:

Pocket is redefining the landscape of premium automotive technology and services within the luxury automotive sales market. With a focus on how luxury vehicles will be purchased, rented, and sold over the next decade, Pocket is building the tools, infrastructure, and marketplace to power that future.

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