

## //OVERVIEW

Founded in 2014, HONK uses technology to offer 24/7 towing and roadside assistance across the U.S. HONK's proprietary multi-factor algorithm uses customer location to identify nearby professionals available to assist, then dispatches based on a combination of ETA, quality score and rate. Customers get the fairest price with the lowest time to arrival, and towing professionals get immediate notification of new jobs nearby in real time.

Customers can order help via the web or HONK's free mobile app; service professionals apply to become HONK Partners at [www.joinhonk.com](http://www.joinhonk.com) and then use the free Partner App to view, accept and complete customer service requests. Insurance companies, auto OEMs, and fleets use HONK's transparent platform and fully managed contact center to reduce wait times by over 50% and improve customer satisfaction.

## //INVESTORS

HONK closed a \$12M Series A lead by Altpoint Ventures in March 2015, preceded by a \$1.3M seed round in October 2014.

## //SERVICES

- » Towing, tire change, jump start, fuel delivery, lockout and winch out
- » National ETA averages only 15-30 minutes
- » Services completed by HONK Partners — independent towing and/or roadside companies approved by HONK to serve customers (including proof of insurance and background checks)
- » As of 2017, HONK's network has more than 55,000 trucks nationwide

**PRESS INQUIRIES:**  
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