

Mavi.io brings OnMyWay™ in-car commerce experience to SXSW® 2023 with Stellantis, MrBeast Burger™, Olo



- *Mavi.io is unveiling a new in-car commerce experience at SXSW® 2023 with OnMyWay™ Commerce, in partnership with Stellantis, MrBeast Burger™ and Olo*
- *Select Chrysler Pacificas will display the in-dash feature, which allows drivers to search for and order from retailers and restaurants—including popular virtual restaurant brand MrBeast Burger—directly from the connected car’s dashboard*
- *SXSW® attendees and media are invited to take a test drive with Mavi.io to experience a live demonstration of OnMyWay™ shopping at MrBeast Burger and other favorite Austin eateries*

AUSTIN, TX (March 14, 2023) — Mavi.io is bringing a first-of-its-kind mobile shopping and ordering experience to SXSW® 2023 with [OnMyWay™ Commerce](#), an in-car feature that allows travelers to find and order food, groceries and everyday essentials directly from the dashboard of connected vehicles. Select Chrysler Pacificas from industry-leading automaker Stellantis will be on-location at SXSW to showcase the feature, offering attendees a first-hand look at the future of curated, on-the-go commerce. Popular virtual restaurant brand [MrBeast Burger](#) will also make its debut in the OnMyWay Mobile Retail Marketplace, allowing hungry customers to seamlessly order and pick up their favorite burgers and menu items, all from the driver’s seat.

As curbside pickup activity sees a resurgence in the wake of COVID’s delivery boom, retailers and restaurants are facing new opportunities to strengthen their customer relationships through customized and convenient e-commerce offerings. With MAVI OnMyWay Commerce, these

on-demand pre-purchase and pickup options are now available from the comfort of the car. OnMyWay connects a vehicle's dashboard interface directly to the e-commerce platforms of the retailers in its Marketplace, and uses location services to assess nearby inventories and prep times, offer purchase recommendations and driving routes, place orders, execute payments and coordinate timely pickup. Drivers can communicate with OnMyWay through voice commands for convenient, hands-free shopping, or use the touchscreen for passenger-assisted ordering.

"While connected car dashboards have long enabled hands-free messaging or navigation assistance, drivers are still left fumbling for their phones and their maps to order a quick coffee or snack on the road," said Mavi.io CEO & Founder Cynthia Hollen. "We're ready to introduce drivers to a more connected and efficient in-car shopping experience, and there's no better way to make our SXSW debut than with the innovative teams at Stellantis and MrBeast Burger."

The OnMyWay Marketplace features more than 1.2 million retailers, restaurants and quick service stores, as well as virtual kitchens that have thrived in the post-COVID service market. MrBeast Burger is operated by [Virtual Dining Concepts](#), which works with popular influencers and celebrities to develop virtual restaurant brands that connect customers with experiential dining options while expanding the revenue of independent kitchens. MrBeast Burger's integration onto the OnMyWay Marketplace is powered by hospitality SaaS platform [Olo](#).

"While MrBeast Burger has always prioritized a digital-first approach to customer service, the virtual nature of the restaurant can make it challenging to organically reach new customers," said Virtual Dining Concepts™ CEO Stephanie Sollers. "With OnMyWay Commerce, we now have the perfect digital billboard to market our MrBeast Burger brand to any customer, whether they're loyal MrBeast fans or just hungry drivers looking for fast, delicious food on the go."

"We're thrilled to partner with Virtual Dining Concepts and Mavi.io in bringing restaurant ordering to the next new channel," said Noah Glass, Founder & CEO of Olo. "The future of dining hinges on guests being able to place on-demand orders with their favorite brands from wherever they are, and it's no surprise that Virtual Dining Concepts is one of the brands leading the industry on this trend."

SXSW® 2023 attendees and media are invited to join Mavi.io CEO Cynthia Hollen for an immersive demo of the MAVI OnMyWay Marketplace. Mavi.io will drive participants in an OnMyWay-equipped vehicle to MrBeast Burger and other local retail and food service locations, allowing for a hands-on, real-time demonstration of the in-car commerce experience. Those interested in scheduling a demo ride should email Kristin Musulin at km@omnipublic.com.

Attendees can also hear exclusive insights and predictions on the future of e-commerce at the SXSW session, ["A New Era of On-The-Go Commerce"](#) on March 16 at 11:30am CST. The panel will feature Mavi.io's Cynthia Hollen alongside Stephanie Sollers, CEO of Virtual Dining Concepts and Albert Jordan, VP of the HARMAN Ignite Store.

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About Mavi.io

Founded in 2021, Mavi.io is the maker of OnMyWay™ Commerce, the in-car retail marketplace powering e-commerce in consumers' favorite connected cars. OnMyWay™ ensures that in-car shopping is efficient, fast and reliable by orchestrating recommendations, ordering, payment, confirmation and timely curbside pickup for on-the-go consumers. The platform connects drivers with a curated selection of retailers, eateries, CPG companies, service providers and others, safely bringing the point of sale to the dashboard of vehicles in order to support conversion, convenience, new customer acquisition and loyalty for companies through a single integration.

About VDC:

Virtual Dining Concepts™ empowers kitchens to expand their reach and bring more diverse food, ideas, and experiences to diners. We do this through providing virtual restaurant brands and technology to tackle the ever-changing landscape of dining. We're building brands to aggregate different communities of hungry patrons around your restaurant. Brands like MrBeast Burger, LankyBox Kitchen, Buddy V's Cake Slice, and Pardon My Cheesesteak reach unique audiences that can plug into your restaurant and provide additional sales. Our brand communities become invaluable revenue sources for your restaurant. Menus are available for order online through their individual websites, proprietary apps, and most major third-party delivery services. For more information, please visit www.joinvdc.com

About Olo

Olo (NYSE: OLO) is a leading open SaaS platform for restaurants that enables hospitality at every guest touchpoint. Millions of orders per day run on Olo's on-demand commerce engine, providing restaurants a single source to understand and serve every guest from every channel, whether direct or third-party. With integrations to over 300 technology partners, Olo customers can build personalized guest experiences in and outside of their four walls, utilizing one of the largest and most flexible restaurant tech ecosystems on the market. Over 600 restaurant brands trust Olo to grow their digital sales, do more with less, and make every guest feel like a regular. Learn more at olo.com.

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