

BUSINESS, THE NEIGHBORHOOD FILES

GrooveCar Founder Builds Relationships

David Jacobson is one "Person to Know" in the Hauppauge community.

By [Sara Walsh](#) March 1, 2011

In place of "100 Things To Do Around Hauppauge," Patch brings you the first article of our "People To Know In Hauppauge." It will introduce the people who live and work in Hauppauge, building a vital community through their actions.

Meet **David Jacobson**, 47, who works in Hauppauge as the founder and chief executive officer of GrooveCar and CU Xpress Lease. He is also a former Hauppauge resident.

Jacobson founded GrooveCar, an autobuying resource for credit union members, in October 2000. Hauppauge residents may be most familiar with the company's logo, an uppercase "G" with GrooveCar underneath, that appears on the doors of over 300 car dealerships across Long Island.

The idea for GrooveCar was born from Jacobson's experience in 14 years as vice president of Long Island-based automotive group. He said he realized credit union members had a long and difficult time financing a new car, as they would need to visit the dealer and credit union multiple times to work out a financing agreement.

"There was no connection because credit unions and the dealerships. They were at odds with one another," Jacobson said.

He recognized the need to build a relationship, so credit union members could walk away with a new car like those using private banks.

"I thought we can help member of a credit union save time, save money and get the same service they are used to getting if we allowed them to finance a car at the dealership," Jacobson said.

GrooveCar was born in 2000, an auto buying resource that works as a middleman between credit unions and dealership to help credit union members finance on site. It started in Melville before relocating to Hauppauge's Motor Parkway in 2005.

The location has become one of the company's prime assets.

"It's a great address to be at. It's a big industrial nucleus. It gives us a recognizes and respectable business address. People recognize it when you say Hauppauge," Jacobson said.

Additionally, the CEO said the location provides an easy commute for the company employees and places it close to several credit unions including Island Federal, People's Alliance and shortly Teacher's Federal Credit Union.

GrooveCar has expanded to do business with more than 300 new and used car dealerships, leasing more than 4,000 cars and opening its own leasing lot CU Xpress Lease in 2010.

It's a resource for all potential car buyers and lease, its consumer advocate call center. Jacobson explained its for a car buyer who wants to know they are getting a deal, how to evaluate contracts and more.

"When a consumer goes to a dealership they never know who they are going to meet," he said. "People need someone on their side. We train and work with people at the dealership to educate them, educate the consumer and bring them together."

Most importantly, Jacobson is active within the community as a musician. He's written a song "Hero Bells Ring" remembering 9/11 victims that he has performed at the Brookhaven amphitheater. Keep an eye out for his next performance.



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