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DISOBEY.COM > **Ghost Sites** > **Screen Shot Collection** > /autovia.jpg**Exhibit Last Modified:** Wednesday, 18-Jul-2001 13:42:32 EDT**Exhibit File Size:** 70k**WebElegy Last Modified:** 01-June-2003

Autovia.net was the creation of Rob Georgiu, an entrepreneur who escaped from then Communist Romania in 1972. Over the years he developed considerable expertise developing computer-based solutions for the automotive industry; one company, ALLDATA, was instrumental in digitizing car repair information on CD-ROM.

Georgiu's master plan for Autovia.net wasn't pie in the sky but nuts and bolts. The fundamental business problem that he sought to address was how auto repair shops order parts, which involves multiple phone calls to different parts distributors, old and incompatible computer-based ordering systems, and other red tape that sucks away time from mechanics that is better spent under cars. Autovia used the Internet to connect all the disparate parts together and it was widely praised as a sensible "B2B" (Business to Business) play when it launched in 1998, especially because dominating the \$100 billion U.S. auto parts "aftermarket" was a prize that Georgiu's experience with ALLDATA had already demonstrated he was qualified to take.

Unfortunately, the costs of expanding Autovia.net beyond a few test sites in California proved too much for the fledgling company, which seemed to have been designed for speed, not for frugal cash consumption. The initial \$7.5 million raised from VC's only got it to late 1999, and then it required another \$20 million refueling. When it attempted to top off its tank with another \$23 million infusion in early 2001, it was refused by the VC's, who in AutoVia's case, included the Internet Capital Group Inc., the Hearst Corp. and Hallador Venture Partners. It ceased operations in February of that year.

All traces of AutoVia.net have disappeared from the Web. But Rob Georgiu remains a presence on **Georgiu.com**, where his resume, last updated in 2001, seems to indicate that Autovia.Net is still a going concern.

If you have other information, including amplification and/or corrections concerning the history of Autovia.net that you would like to see incorporated into this WebElegy, please send e-mail to **Steve Baldwin** and I will try to include it as time provides.



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