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OPENLANE PARTNERS WITH PHYSICAL AUTOMOTIVE AUCTIONS TO PROVIDE NEW LISTING OPTIONS FOR WHOLESALE VEHICLES

New Program Allows Simultaneous Physical and Online Exposure for Vehicles

REDWOOD CITY, Calif., March, 3rd, 2010 – [OPENLANE, Inc.](#), a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced that it has launched the OPENLANE Certified Auction Partner program aimed at giving physical automotive auction companies a sales channel to remarket vehicles that did not sell in the auction lane through OPENLANE.com, an industry-leading online open auction. One of the many benefits for dealers is they can also make vehicles available for sale on their lot simultaneously, providing double exposure for vehicles to sell them more quickly by leveraging a nationwide network of more than 13,000 active online buyers on OPENLANE.com.

This mutually beneficial program is geared towards helping OPENLANE's Certified Auction Partners expand existing avenues for selling their vehicles while providing an additional revenue stream. OPENLANE dealers and consignors can also work with partners participating in the program to remarket their vehicles at these physical auctions. By providing a reciprocal channel for both OPENLANE Certified Auction Partners and OPENLANE consignors to mutually market their unsold vehicles, both parties can generate additional revenue through a number of value-added services, such as marshaling, reconditioning, third-party inspection services, and other additional fees.

“Our programs for our Certified Auction Partners and consignors provide a new way for vehicles to be marketed simultaneously in both online and physical auctions,” said Greg Lubrani, Business Line Director, Independent Auctions, OPENLANE. “By partnering with independent auctions we’re helping to level the playing field and provide greater exposure for vehicles sold by physical auctions, as well as provide additional inventory sources for our network of buyers.”

As part of the OPENLANE Certified Auction Partners program, consignors that list vehicles on OPENLANE.com are eligible to use all of OPENLANE's services, ranging from title processing and collections through arbitration and transportation. In addition, one of the biggest assets of the program is OPENLANE's nationwide sales team, which works directly with program participants to help provide greater exposure of their vehicles to buyers and sell them faster.

"We're very excited to be partnering with OPENLANE to market vehicles in a way that offers maximum exposure for our vehicles, both online and offline," said Khalid Salem, Ramsey Infiniti, Ramsey, NJ. "Because I no longer have to wait for the next auction day to sell my vehicles, I'm able to stay more competitive in the market and cut out the cost and hassle of transporting my vehicles from auction to auction."

Larry Hero of Tri-State Auto Auction, Crestwood, Ill., states that "Partnering with OPENLANE has not only given our auction an opportunity to generate incremental revenue, but we have increased dealer attendance by making more dealers aware of who we are and what types of vehicles we sell."

For consignors, the program matches them with new physical auctions that can help sell vehicles that are not selling at the online auction. OPENLANE offers nationwide representation to consignors and directs their inventory to enrolled Certified Auction Partners, providing a secure means of offloading unsold inventory, while driving additional revenue, greater exposure to buyers and continued sales success.

For additional information on the OPENLANE Certified Auction Partner program, please visit:

www.openlane.com/CAP

About OPENLANE

[OPENLANE, Inc.](http://www.openlane.com) is a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles. The company offers end-to-end auto remarketing solutions to auto manufacturers, captive finance companies, lease and daily rental companies, financial institutions and wholesale auto auctions throughout the United States and Canada. OPENLANE powers online remarketing programs for American Honda Finance, Audi Financial Services, Avis Budget Group, Chase Auto Finance, Chrysler Financial, Porsche Financial Services, Volkswagen Credit, among others. For more information, please visit www.openlane.com or call +1 (866) 969-0321.

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