



FOR IMMEDIATE RELEASE

**Media Contact:**

Lisa Melsted  
Bateman Group for OPENLANE  
(415) 503-1818, ext. 15  
openlane@bateman-group.com

Ed Chuang  
OPENLANE  
(650) 412-4010  
echuang@openlane.com

**OPENLANE LAUNCHES NEW CANADIAN MOBILE WEBSITE OFFERING DEALERS ANYTIME, ANYWHERE ACCESS TO OPENLANE.ca**

*Mobile Site Provides Full Access to Searching, Bidding and Purchasing Vehicles from Smartphones*

*OPENLANE Offers iPad 2 Giveaway for Any Dealer Who Signs Up for Mobile Site through June 21<sup>st</sup>*

TORONTO, May 18, 2011 - [OPENLANE](#), Inc., a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles today announced the availability of a Canadian mobile site for dealers to have immediate access to their OPENLANE accounts from their Apple iPhone/iPod touch and Google Android-based smartphones. Dealers with existing OPENLANE accounts will have real-time access to vehicles they've bid on or are watching on OPENLANE.ca from the convenience of their mobile devices for anytime, anywhere access. The Canadian mobile site will be available in both English and French language versions.

The launch of the Canadian mobile site follows on the heels of the [U.S.-mobile site](#) launched earlier this year at the NADA 2011 Convention. The Canadian mobile site offers the same features and functionality as its U.S.-counterpart including quick and easy access to vehicles, the ability to search an inventory base that includes thousands of vehicles, high resolution photographs, full vehicle condition reports and the ability to purchase straight from their mobile phones.

In addition, both mobile sites are introducing two new features - One-Click Rebid and the ability to configure Default Checkout Options - that will make the site even easier to use. Dealers who have enabled One-Click Rebid can quickly place subsequent bids on a vehicle directly from their phone without having to reselect checkout options

such as payment and transport preference. For dealers who have enabled Default Checkout Options, payment, transport, and other preferences will be pre-selected when they place a bid, purchase or make an offer on a vehicle. Both new features can be configured from the My Account page.

"I'm really excited that I can access my entire OPENLANE account when I'm out traveling and away from the dealership now," said Jason Melville, Used Car Manager, Jackson's Toyota in Ontario. "Being able to monitor my Watchlist items will ensure that I stay ahead of the auction bids and get the vehicles that I need for my dealership."

OPENLANE's mission is to make the wholesale transaction process as easy and efficient as possible for dealers everywhere at any time. By providing customers with an added method for buying and selling vehicles from their smartphones, dealers now have access to the convenience and breadth of OPENLANE's wholesale auction at their fingertips both when they are at the dealership or on the road.

"We've always been committed to providing our dealers with the most efficient sales process possible," said Clark Hammond, Director of Product Management, OPENLANE. "Our dealers are becoming increasingly reliant on their mobile devices to communicate and conduct business and we wanted to ensure that all their OPENLANE needs were met while they were on-the-go. By providing them with a full-featured mobile site, they can now rest assured that they will never miss an important sale."

### **Special OPENLANE Giveaway**

To celebrate the launch of the Canadian mobile site, OPENLANE is excited to announce it will be holding a drawing to award a lucky dealer with an iPad 2. To enter, dealers simply need to log-in to the new mobile site between now and June 21<sup>st</sup>.

### **About OPENLANE**

[OPENLANE, Inc.](#) 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 Audi Financial Canada, Avis Budget Group, BMW Financial Services Canada, Chase Auto Finance, Chrysler Financial Services Canada, Hertz Canada, Honda Financial Services, Mercedes Benz Canada, North Toronto Auto Auction, Porsche Financial Services, US Bank, Volkswagen Credit Canada, Wheels Canada, among others. For more information, please visit [www.openlane.ca](http://www.openlane.ca) or call +1 (866) 966-5263.

# # #