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**OPENLANE SELECTS EXPERIAN AUTOMOTIVE TO DELIVER TWO AUCTION  
INDUSTRY FIRSTS WITH AUTOCHECK® VEHICLE HISTORY REPORTS**

*Full, FREE Vehicle History Reports available on 1,000s of wholesale vehicles every day; also, one-click access to view full AutoCheck Vehicle History Reports on OPENLANE.com for other units*

REDWOOD CITY, Calif., August 23, 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 selected Experian Automotive to make full, free AutoCheck vehicle history reports available to dealers for the Company's dealer consigned and regional seller inventory on OPENLANE.com. Through this partnership, OPENLANE provides its valued buyer base with critical vehicle history information, delivering increased protection and confidence.

When searching OPENLANE's wide selection of dealer consigned and regional seller inventory, dealers can now view free AutoCheck reports that are directly embedded into each vehicle's detail page, for an even more seamless and efficient research process. In addition to being the first online wholesale auction in the industry to offer embedded history reports, OPENLANE also now allows dealers who have accounts with AutoCheck to leverage this for full report access when searching for other inventory.

Links to vehicle history reports have become a standard offering on most online auctions. However, by selecting AutoCheck's full reports, OPENLANE is now able to provide vehicle history data to its buyers which include important events in a vehicle's history such as major flood damage, frame damage or odometer rollback issues, along with other key information. AutoCheck reports provide twice the number of reported accidents as Carfax and are the only vehicle history reports to feature the AutoCheck Score. This score reflects a number between one and 100 that accurately summarizes

the individual items and events in a vehicle's history in a way that is easy to understand, and compares it to vehicles similar in age and class.

"OPENLANE has become an important part of many dealers' arsenals for streamlining their businesses and remaining competitive in this challenging automotive landscape," said Scott Waldron, president of Experian Automotive. "By integrating AutoCheck with OPENLANE, we are providing its customer base with the information that dealers and consignors demand in order to have confidence in the vehicle and the seller throughout the purchase process."

"The information provided in AutoCheck Vehicle History Reports gives dealers even more reason to be confident in the online buying process," said Peter Kelly, president and CFO of OPENLANE.

"AutoCheck provides dealers with transparency and trust in the vehicle before they buy."

#### **About Experian Automotive**

Experian Automotive, a part of Experian, delivers information services to manufacturers, dealers, finance and insurance companies, and consumers. Experian® helps automotive clients increase customer loyalty, target and win new business, and make better lending and vehicle purchase decisions. Its National Vehicle Database, housing more than 625 million vehicles, along with Experian's credit, consumer and business information assets, meets the industry's growing demand for an integrated information source. Experian's advanced decision support services help clients turn this information into improved business results. Experian technology supports top automotive businesses, including eBay Motors, CarsDirect.com, CarMax and NADAguides.com. For more information on Experian Automotive and its suite of services, visit our website at <http://www.experianautomotive.com>.

#### **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 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](http://www.openlane.com) or call +1 (866) 969-0321.

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