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**OPENLANE'S CERTIFIED AUCTION PARTNER PROGRAM EXCEEDS  
FIRST-YEAR GROWTH METRICS**

*Program Membership and Daily Listing Volume Continue to Grow since Launch;  
Simultaneous Marketing Exposure for Vehicles Significantly Shortens Time to Sale*

REDWOOD CITY, Calif., January 25, 2011 - [OPENLANE, Inc.](http://www.openlane.com), a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced the company's Certified Auction Partner (CAP) program has experienced tremendous momentum in its first full year of operation. Since launching in the fourth quarter of 2009, the program has signed more than 45 auction partners, with several more relationships pending and momentous growth for the program expected for 2011. OPENLANE CAP program partners are currently listing approximately 2000 vehicles per day to the open auction at [www.openlane.com](http://www.openlane.com). In addition, through the first three weeks of Jan. 2011, listings have grown significantly with program sales increasing approximately 400 percent compared to the same period in 2010.

"The success of the CAP program since its inception has been truly remarkable, thanks to the willingness of our program partners and consignors to explore new ways of marketing and selling vehicles that bring the best of both the physical and online auction processes together," said Greg Lubrani, Business Line Director, Independent Auctions, OPENLANE. "The continued momentum of the program and high volumes of vehicles that are being listed on a daily basis underscore not only OPENLANE's dedication to creating innovative programs that help to serve everyone in the remarketing value chain, but that also have a proven impact on the bottom line for all participants.

We are looking forward to another exciting year of working with our auction partners and expect to see considerable growth in the number of auctions joining us nationwide throughout 2011."

OPENLANE's CAP Program provides an additional sales channel and revenue stream for independent physical auction companies to remarket vehicles online at OPENLANE.com. CAP partners benefit from simultaneous multiple channel marketing and sales opportunities and increased exposure for their vehicles.

Mutually beneficial for auction partners, dealers and consignors, each party can leverage the others' sales channels, including OPENLANE's active dealer buying network of more than 25,000 dealers and OPENLANE's value-added service offerings, including marshaling, reconditioning, third-party inspections and transportation services. Many CAP program participants have been able to leverage OPENLANE's services to expand their own service offerings, working with local dealers to list and inspect vehicles still on the lot. The ability to access additional inventory and provide new value-added services helps boost profits for independent auction providers by giving them additional revenue opportunities and a more streamlined process for working with local dealerships.

"I'm very satisfied with the OPENLANE team and with my purchases from ABC Birmingham through the CAP Program," said Mahmoud Azab, President, Car Values. "Everything was represented correctly, the pictures were very descriptive and accurate and the team walked me through the entire purchasing process. Overall a wonderful company!"

### **New Auction Partners**

Among the auction partners that have recently joined the CAP Program are Central Auto Auction, Hamden, Conn., and Norwalk Auto Auction, Norwalk, Calif.

"Adding online auctions to our service offerings has proven very successful for us, and both our buyers and sellers have been extremely happy with the process," said Peter Saldamarco, President, Central Auto Auction. "OPENLANE makes the selling process easy and seamless, and we highly recommend them as a new marketing and sales channel and as a great way to increase the bottom line."

"The CAP Program has really helped us boost both sales and the time-to-sale by providing nationwide exposure for the vehicles that come into our auction," said Lou Rudich, General Manager, Norwalk Auto Auction. "OPENLANE's value-added services also provide reassurance to our consignors, giving them additional confidence in the online selling process."



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

[www.openlane.com/CAP](http://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, BMW Financial Services Canada, Chase Auto Finance, Chrysler Financial, Porsche Financial Services, Southeast Toyota Finance, US Bank, 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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