



LIMITED TIME OFFER FOR ELIGIBLE CUSTOMERS

# Earn \$2,500

## when you return to openlane.com

Was your last sale or purchase on  
openlane.com 6+ months ago?

Did you meet with our team at NADA 2025?

**You're eligible!**



Promotional Period begins at 12:00am CST 1/23/2025 and expires at 11:59pm CST on 4/30/2025. This offer is exclusive to the recipient of this email and the Customer listed within this email, and may not be used by or transferred to any other OPENLANE user.

To be eligible for the Promotional Offer, Customer must 1) be a registered OPENLANE dealer and accept OPENLANE's Terms and Conditions and associated policies, which are incorporated herein; 2) scan their NADA conference badge at the OPENLANE booth during NADA 2025 Conference; and 3) not have transacted on OPENLANE's platform in the 6 months prior to the start of the Promotional Period ("Eligible Customer").

Eligible Customers will be credited the applicable equivalent Buy Fee [if purchasing a vehicle] or Sale Fee [if selling a vehicle] on all transactions made on openlane.com US Marketplace or Auction during the Promotional Period until the total Buy and Sell Fee credit amount reaches \$2,500 per Eligible Customer dealership account. Standard Buy and Sale fees will apply once the total Buy and Sell Fee credits reach \$2,500. The maximum total rebate for Buy and Sell Fee credit is \$2,500 per Eligible Customer dealership account under this Promotional Offer. Payment of any eligible Buy and Sell Fee credit(s) will be remitted via ACH to the Eligible Customer account of record no later than May 31, 2025. This offer does not apply to private label sales or purchases.

Terms are subject to change by OPENLANE at any time. OPENLANE reserves the right to modify or cancel an Offer at any time upon notice. Void where restricted or prohibited by law. This Promotional Offer may not be combined with any other Promotional Offers that Customer is eligible to receive through OPENLANE.



LIMITED TIME OFFER FOR NEW CUSTOMERS

# Earn \$2,500

## when you sign up for openlane.com

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Did you meet with our team at NADA 2025?  
Have you never used the OPENLANE marketplace?

**You're eligible!**



To be eligible for the Introductory Offer, Buyer must 1) be a newly registered OPENLANE Franchise dealer who has never done business with OPENLANE and is not affiliated with or owned by any current OPENLANE Customer as of the time of registration; 2) accept OPENLANE's Terms and Conditions and associated policies, which are incorporated herein; and 3) be classified as a franchise dealer with OPENLANE in OPENLANE's sole discretion.

Eligible Dealers will be credited the applicable equivalent Buy Fee [if purchasing a vehicle] or Sale Fee [if selling a vehicle] on all transactions made on openlane.com Marketplace or Auction during the first 60 days from new account activation until the total Buy and Sale Fee credit amount reaches \$2500. Standard buy fees will apply once the total Buy and Sell Fee credits reach \$2500. The maximum total rebate for Buy and Sell Fee credit is \$2500 per dealership. Payment of the Buy and Sale Fee credit(s) will be remitted via ACH to the buyer account of record no later than 60 days from the purchase date. This offer does not apply to private label sales or purchases.

Terms are subject to change by OPENLANE at any time. OPENLANE reserves the right to modify or cancel an Offer at any time upon notice. Void where restricted or prohibited by law. Introductory offer valid from September 1st, 2024 through December 31st, 2024.



LIMITED TIME OFFER FOR ELIGIBLE CUSTOMERS

# Earn \$500

## to use on Buy or Sale fees on [openlane.com](https://openlane.com)

Meet with our team at NADA 2025 and earn \$500 of credit!

### Part of a group?

Each of your rooftops will earn \$500 of credit, not just yours!



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To be eligible for the Promotional Offer, Customer must 1) be a registered OPENLANE dealer and accept OPENLANE's Terms and Conditions and associated policies, which are incorporated herein; 2) scan their NADA conference badge at the OPENLANE booth during NADA 2025 Conference; and 3) have bought or sold a vehicle through OPENLANE's platform in the 6 months prior to the start of the Promotional Period ("Eligible Customer").

Eligible Customers will be credited the applicable equivalent Buy Fee [if purchasing a vehicle] or Sale Fee [if selling a vehicle] on all transactions made on [openlane.com](https://openlane.com) US Marketplace or Auction during the Promotional Period until the total Buy and Sell Fee credit amount reaches \$500 per Eligible Customer dealership account. Standard Buy and Sale Fees will apply once the total Buy and Sell Fee credits reach \$500. The maximum total rebate for Buy and Sell Fee credit is \$500 per Eligible Customer dealership account under this Promotional Offer. Payment of any eligible Buy and Sell Fee credit(s) will be remitted via ACH to the Eligible Customer account of record no later than May 31, 2025. This offer does not apply to private label sales or purchases.

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