

LIMITED TIME OFFER FOR ELIGIBLE FRANCHISE CUSTOMERS

Earn \$500

to use on Buy or Sale fees on openlane.com

Meet with our team at NADA 2026 and earn \$500 of credit!

Part of a group?

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

Eligibility requirements:

Promotional Period begins at 12:00am CST 2/3/2026 and expires at 11:59pm CST on 4/30/2026. 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 Franchise 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 2026 Conference; 3) not already have an existing Confidential Dealer Agreement with special discounted pricing with OPENLANE prior to or during the Promotional Period; and 4) 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 rebated 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 Platform 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 rebate(s) will be remitted via ACH to the Eligible Customer account of record no later than May 31, 2026. 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.