

New customers

Returning customers

LIMITED TIME OFFER FOR NEW FRANCHISE CUSTOMERS

Earn \$2,500

when you sign up for openlane.com

Did you meet with our team at NADA 2026?

Have you never used the OPENLANE marketplace?

You're eligible!

Eligibility requirements:

Promotional Period begins at 12:00am CST 2/4/2026 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 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; 3) can their NADA conference badge at the OPENLANE booth during NADA 2026 Conference; and 4) be classified as a franchise dealer with OPENLANE in OPENLANE's sole discretion.

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, 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.

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LIMITED TIME OFFER FOR NEW INDEPENDENT CUSTOMERS

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Have you never used the OPENLANE marketplace?

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To be eligible for the Introductory Offer, Buyer must 1) be a newly registered OPENLANE Customer who has never done business with OPENLANE; 2) accept OPENLANE's Terms and Conditions and associated policies, which are located app.openlane.com and which are incorporated herein; 3) scan their NADA conference badge at the OPENLANE booth during NADA 2026 Conference; 4) be classified as an independent dealer with OPENLANE in OPENLANE's sole discretion while maintaining an account in good standing; and 5) receive an email from OPENLANE inviting Buyer to participate in this Promotion ("Eligible Buyer").

Eligible Buyers will be rebated the applicable equivalent Buy Fee on all purchases made on openlane.com marketplace and auction during the first 90 days from new Buyer account activation until the total Buy Fee rebate amount reaches \$2,150. Standard buy fees will apply once the total Buy Fee rebates reach \$2,150. Payment of the Buy Fee rebate(s) will be remitted via ACH to the buyer account of record no later than 120 days from new account activation. Offer can be combined with ongoing New Independent Buyer Promotion ([Terms & Conditions here](#)).

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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 2026?

You're eligible!

Eligibility requirements:

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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; 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, 2026. This offer does not apply to private label sales or purchases.

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