

OPENLANE DealerFest Jul 1–31 2026

Dealer Fest 2026 – Independent Dealers

LIMITED TIME PROMOTION

Eligibility Requirements:

Promotional Period begins at 12:00am CST 7/1/2026 and expires at 11:59pm CST on 7/31/2026. This offer is exclusive to the recipient of this email and the dealership listed within this email, and may not be used by or transferred to any other OPENLANE Customer.

To be eligible for the offer, the dealer must 1) be a registered OPENLANE independent dealer (as classified by OPENLANE in its sole discretion) with an account in good standing; 2) accept OPENLANE's Terms and Conditions and associated policies, which are available at app.openlane.com and which are incorporated herein; and 3) receive an invitation from OPENLANE in writing inviting dealer to participate in this offer ("Eligible Independent Dealer Customer").

An Eligible Independent Dealer Customer will be awarded points for certain transactions through OPENLANE US Marketplace during the Promotional Period as set forth below.

At the end of the Promotional Period, the earned Points will be added up to determine whether the Eligible Independent Dealer Customer has met any of the applicable Prize Tiers. Limit one prize per Eligible Independent Dealer Customer. Any eligible prize will be sent to the Eligible Independent Dealer Customer no later than August 30, 2026.

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.

Eligible Independent Dealer Customer Points and Prize Tiers are as follows:

ELIGIBLE POINTS FOR CERTAIN TRANSACTIONS

For each vehicle sold during Promotional Period	+1 PT
For each vehicle purchased during Promotional Period	+1 PT
For each Commercial Vehicle (seller is categorized as "Off-Lease Exclusive") purchased during Promotional Period	+1 PT
For each vehicle purchased during Promotional Period with attached transportation	+1 PT
For each vehicle purchased during Promotional Period that is paid for using AFC Floorplan	+1 PT

PRIZE TIERS

Tier 1
5+ PTS

1 month autoniq subscription for new autoniq customers; \$50 off next month's invoice for current autoniq customers.

Tier 2
10+ PTS

Prize selected from OPENLANE Goody link

Tier 3
25+ PTS

JBL® Clip 5™ Speaker

Tier 4
75+ PTS

Apple® AirPods™ Pro 3

Apple and JBL are not a participant or sponsor of this promotion.

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Dealer Fest 2026 – Franchise Dealers

LIMITED TIME PROMOTION

Eligibility Requirements:

Promotional Period begins at 12:00am CST 7/1/2026 and expires at 11:59pm CST on 7/31/2026. This offer is exclusive to the recipient of this email and the dealership listed within this email, and may not be used by or transferred to any other OPENLANE Customer..

To be eligible for the offer, the dealer must 1) be a registered OPENLANE Franchise dealer (as classified by OPENLANE in its sole discretion) with an account in good standing; 2) accept OPENLANE's Terms and Conditions and associated policies, which are available at app.openlane.com and which are incorporated herein; and 3) receive an invitation from OPENLANE in writing inviting dealer to participate in this offer ("Eligible Franchise Dealer Customer").

An Eligible Franchise Dealer Customer will be awarded points for certain transactions through OPENLANE US Marketplace during the Promotional Period as set forth below. At the end of the Promotional Period, the earned Points will be added up to determine whether the Eligible Franchise Dealer Customer has met any of the applicable Prize Tiers. Limit one prize per Eligible Franchise Dealer Customer. Any eligible prize will be sent to the Eligible Franchise Dealer Customer no later than August 30, 2026.

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.

Eligible Franchise Dealer Customer Points and Prize Tiers are as follows:

ELIGIBLE POINTS FOR CERTAIN TRANSACTIONS

For each vehicle sold during Promotional Period **+1 PT**

For each vehicle purchased during Promotional Period **+1 PT**

For each Commercial Vehicle (seller is categorized as "Off-Lease Exclusive") purchased during Promotional Period **+1 PT**

For each vehicle purchased during Promotional Period with attached transportation **+1 PT**

For each vehicle purchased during Promotional Period that is paid for using AFC Floorplan **+1 PT**

PRIZE TIERS

Tier 1
10+ PTS

Prize selected from OPENLANE Goody link

Tier 2
30+ PTS

JBL® Clip 5™ Speaker

Tier 3
100+ PTS

Apple® AirPods™ Pro 3

Apple and JBL are not a participant or sponsor of this promotion.