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OPENLANE REACHES MILESTONE FOR CANADIAN SALES

*Launch of Canadian-Branded Site and Significant New Programs During 2010
Boosts Vehicle Sales Past 100,000 for the Year*

TORONTO, ON., December 13, 2010 - [OPENLANE, Inc.](#), a leading online company in North America for automotive dealers to buy and sell wholesale vehicles, today announced that the company has experienced significant growth and momentum in its Canadian operations throughout 2010. Specifically, OPENLANE set a new sales record of more than 100,000 vehicles sold online in Canada thus far in 2010, driven by growth in vehicles consigned to OPENLANE this year as well as continued dealer adoption of the OPENLANE online wholesale auto auction.

“OPENLANE’s growth throughout Canada in 2010 has been tremendous, and our sales milestone of 100,000 vehicles sold in Canada this year shows the continued enthusiasm that Canadian remarketers and dealers have for the online process and the convenience and efficiency that it provides them for running their used vehicle operations,” said Peter Kelly, president and CFO, OPENLANE. “We greatly appreciate the trust that our customers put in us each and every day. Our aim is to bring innovation and new value to the remarketing process, and with the launch of both the iDEAL Canada program and the upgraded OPENLANE.ca site this year, dealers and consignors across Canada now benefit from a better way to sell used inventory while maximizing returns for the their businesses.”

OPENLANE has been providing dealers with first available online inventory and a full set of end-to-end, value-added services for more than 10 years. The company launched a number of major initiatives in the Canadian market during 2010 to help dealers buy and sell wholesale used vehicles in a more efficient and timely manner, including the launch of its Canadian-branded site, [OPENLANE.ca](#), and the launch of its popular [iDEAL program](#).

The new branded site (www.openlane.ca) provides dealers with a fresh, easy-to-read interface and includes a redesign of the site's Vehicle Detail, Search, and Bid/Buy Confirm pages, and an enhanced, one-screen version of the site's web-listing page to make the vehicle listing process faster and easier. The iDEAL program provides independent and franchise dealers, fleet leasing companies, daily rental operators and other sellers across Canada the ability to market and sell their vehicles to a nationwide network of dealers.

"OPENLANE has been my preferred method for acquiring vehicles for a number of years now, and we're pleased to see the company's continued success," said Rob Bulyovsky, Canadian Auto Associates Ltd, Guelph, ON. "As an avid user of both the open auction and the iDEAL program, I can attest to the value that OPENLANE has brought our dealership, from the ease and efficiency of the purchasing process to the range of services available to us. It's a no-brainer."

To further commemorate this milestone, OPENLANE will give special recognition to Mark Durant from Kingston Volkswagen for being the lucky Canadian dealer to purchase the 100,000th vehicle. Kingston Volkswagen will be awarded a \$1,000 cheque and a commemorative plaque for the vehicle purchased.

For more information about OPENLANE's Canadian programs, please call 866-966-5263 or visit: <http://www.openlane.ca>.

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 Audi Financial Canada, Avis Budget Group, BMW Financial Services Canada, Chase Auto Finance, Chrysler Financial Services Canada, Hertz Canada, Honda Financial Services, Mercedes Benz Canada, North Toronto Auto Auction, Porsche Financial Services, US Bank, Volkswagen Credit Canada, Wheels Canada, among others. For more information, please visit www.openlane.com or call +1 (866) 969-0321.

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