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## OPENLANE KICKS OFF NADA CONVENTION WITH NEW DEALER INCENTIVE PROGRAMS

*Buying Dealers Can Benefit from Numerous Promotions throughout February 2011;  
NADA Attendees Eligible to Win iPad at OPENLANE Booth #4173N*

REDWOOD CITY, Calif., February 3, 2011 - [OPENLANE, Inc.](http://www.openlane.com), a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced the company will be running a number of special dealer incentive programs and promotions throughout the month of February. These offers will be kicked off to coincide with the company's attendance at the National Automobile Dealers Association (NADA) annual convention, February 5-7 at the Moscone Center in San Francisco. At the show, OPENLANE will provide demonstrations of its new mobile auction site and virtual showroom service, as well as its wholesale auction platform while exhibiting in the North Hall, booth #4173N. In addition to a variety of dealer incentives being promoted at the convention, OPENLANE will also hold a daily raffle for attendees to win one of three iPads.

### Dealer Incentive Programs

In conjunction with the NADA Convention and Expo, OPENLANE will be promoting a number of incentive programs for dealers attending the show or who sell vehicles online via OPENLANE during the month of February. OPENLANE's special incentives for February include:

- **iPad Giveaway** - Dealers can stop by the OPENLANE booth to register to win one of three iPads that will be raffled off each day of the convention.
- **Postcard/Demo Giveaway** - Dealers attending NADA who bring a promotional postcard they received in the mail to the OPENLANE booth and receive a free demonstration of the online auction will receive a \$50 American Express Gift Card. Also, new dealers who register for

OPENLANE.com will qualify for one free auction credit at [www.openlane.com](http://www.openlane.com). (Free auction credits are in the fixed amount of \$260 and must be used by February 28, 2011.)

- **Auction Credit Program for Dealer-to-Dealer Sellers** - Dealers who sell vehicles to other dealers through the Dealer-to-Dealer program during the month of February are eligible for a \$260 Buy Fee Credit (limited to three Buy Fee Credits per qualifying dealer, not to exceed \$780). Qualifying dealers must use the credit by April 15, 2011.
- **25 Percent Transportation Discount** - Throughout February, dealers using the CarsArrive network to transport dealer consigned vehicles purchased on [www.openlane.com](http://www.openlane.com) will receive a 25 percent discount on all transportation fees.

Since its inception in 1999, OPENLANE has provided dealers with the best and most diverse marketplace for wholesale vehicles. Dealers attending NADA are encouraged to come to the OPENLANE booth to learn more about the time and cost-saving benefits and ease of selling used vehicles via the online auction at [www.openlane.com](http://www.openlane.com).

#### **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 American Honda Finance, Audi Financial Services, Avis Budget Group, BMW Financial Services Canada, Chase Auto Finance, Chrysler Financial, Porsche Financial Services, Southeast Toyota Finance, US Bank, Volkswagen Credit, among others. For more information, please visit [www.openlane.com](http://www.openlane.com) or call +1 (866) 969-0321.

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