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## **OPENLANE INTRODUCES iDEAL PROGRAM TO CANADA**

*New Program Allows Dealers and Fleet, Rental, Repossession Companies throughout Canada to Sell Used Vehicles to Other Dealers Online, Saving Time and Money*

**TORONTO, ON., April 19, 2010** – [OPENLANE, Inc.](#), a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced that its popular iDEAL Open Seller program is now available throughout Canada. Debuting online at [www.openlane.ca](http://www.openlane.ca), OPENLANE's iDEAL program provides independent, franchise dealers, fleet leasing companies, daily rental operators and other sellers the ability to market and sell their vehicles to a nationwide network of buying dealers while still offering the cars for retail sales on their own lots. Without the need to physically move vehicles to auction, used cars sell faster and at true market prices, maximizing profits and turn times without the extra costs associated with selling at physical auctions.

Using the iDEAL program, both buying and selling dealers can take advantage of a powerful auction allowing them to remain competitive in a market where increased efficiency is key. Dealers benefit from lower costs online, the elimination of the cost of transporting vehicles to and from physical auctions and less employee time away from the dealership. OPENLANE provides vehicle inspection services, clear disclosure policies and arbitration services in order to enable buyers and sellers to transact online with confidence. iDEAL also provides a viable alternative for liquidating aged inventory from the lot. In addition, the iDEAL program offers a number of value-added services that are designed to help dealers manage the buying and selling process from end-to-end including:

- **Third party inspections** – a one-click request process makes it easy to order a third-party inspection for your vehicles;
- **Vehicle history reports** – history reports can be uploaded simply using just a URL;

- **Vehicle condition reports and OMVDA disclosure** – details regarding vehicle condition, including mileage, prior work and damage information can be included for compliance with the Ontario Motor Vehicles Dealers Act (OMVDA);
- **Sales support team** – OPENLANE’s sales support team can assist with settling payment, transferring registrations of ownership, setting up transportation and also arbitration, if necessary.
- **Seller Marketing Page** – a new area on the site gives sellers the ability to upload a logo and add descriptive information about their business so potential buyers can learn more about the seller.

“Now sellers of all sizes can easily list and market their vehicles for sale across Canada and leverage all the benefits of our fast growing Canadian Open Auction,” said Peter Kelly, President and CFO, OPENLANE. “The iDEAL program brings Canadian dealers a new sourcing option with comprehensive value-added services, which are designed to help them to maximize profits and efficiency to remain competitive and successful amidst changing market dynamics.”

“We’ve been buying cars from OPENLANE for a number of years and are really excited to hear about the iDEAL program,” said Larry Wright, President, Wright Auto Sales, Inc. “With iDEAL, we’ll be able to market our own used and aged vehicles to other dealers across Canada and sell them more quickly, with the added benefit of all the services that OPENLANE already provides us on our purchases. It’s a win-win for all involved.”

For more information on the iDEAL program or to get started, please call 866-966-5263 or visit:

<http://www.openlane.ca>

#### **About OPENLANE**

OPENLANE, Inc. 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, Chase Auto Finance, Chrysler Financial, Mercedes-Benz Financial, Porsche Financial Services, 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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