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**OPENLANE OFFERS SPECIAL DEALER PROMOTIONS  
THROUGHOUT AUGUST TO CELEBRATE 10-YEAR ANNIVERSARY**

*Limited Time Offers Deliver Immediate Savings to Dealers*

**MENLO PARK, Calif., July 29, 2009** – [OPENLANE](#), a leading online auction company in North America for automotive dealers to purchase and sell wholesale vehicles, today announced several new dealer promotions during the month of August to celebrate the company's recent [10-year anniversary](#).

From August 1 – 31, dealers that purchase or sell at least 10 vehicles on any OPENLANE-powered site will receive either one free buy fee (up to \$250) or one free sales fee (up to \$125). Through this offer, OPENLANE would like to thank dealers for their continued support by providing even greater cost savings to dealers opting to purchase their cars via online auctions rather than incur the expense of traveling to physical auctions. More details on the promotion and applicable restrictions can be found here: <https://marketing.openlane.com/OA/atc-open/pdfs/10year-promo.pdf>.

“We are proud to be celebrating our 10<sup>th</sup> anniversary in the auto remarketing industry and really credit our customer base of more than 25,000 registered dealers across North America for helping the company achieve this milestone,” said Daniel Farrar, CEO of OPENLANE. “As an incentive to dealers that have been with us for many years, as well as for new dealers that are just beginning to realize the benefits of online auctions, we would like to say thank you by offering this special promotion.”

In the past decade, OPENLANE has transformed the automotive industry and revolutionized the way wholesale inventory is bought and sold by bringing wholesale vehicle auctions online. By offering dealers and consignors a highly efficient and robust platform for vehicle transactions, OPENLANE has moved

the industry forward and continued to grow each year, despite a tumultuous economy. In addition to a more efficient way for dealers to buy and sell wholesale inventory, the company also offers a comprehensive range of value-added services including nationwide transportation, title and payment processing and access to floorplanning services.

**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, Chase Auto Finance, Chrysler 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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*Editor's Note: Please note OPENLANE is spelled in all capital letters.*