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**OPENLANE LAUNCHES NEW CUSTOMER SERVICE PORTAL
OFFERING ENHANCED CONVENIENCE TO DEALER COMMUNITY**

*New Feature on OPENLANE.com Enables Quicker Response Times and
Added Customer Service Functionality*

MENLO PARK, Calif., April 21, 2009 – OPENLANE, Inc., a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced the launch of the OPENLANE Customer Service Portal, a new feature on its online auction site www.openlane.com that enables faster communication and more efficient dialogue between the company and its dealer base. The Customer Service Portal provides registered dealers with a centralized area where dealers can create cases to address issues and concerns regarding vehicle purchases check on the status of customer service inquiries and contact OPENLANE support 24 hours a day, 7 days a week.

The OPENLANE Customer Service Portal is convenient, easy-to-use and is accessible the moment dealers log onto their accounts. Once the Customer Service Portal is accessed online, dealers can:

- Log and track the status of an inquiry online
- Receive support from OPENLANE employees
- Submit both photos and repair shop reports online
- Submit feedback and ideas to OPENLANE
- View and add comments anytime
- Review key OPENLANE process and guideline documents

“Being able to access the OPENLANE Customer Service Portal has been invaluable and has provided me with an easy and efficient way to track the status of my inquiries,” said Joseph Digiovanni, General Sales Manager of Marrazzos Auto Service. “Customer service at OPENLANE was always top-notch, but now with the Customer Service Portal, I’m able to manage my account at my convenience and get quick responses to any questions I have.”

“Excellent customer service and attentiveness to our dealer base, their questions and concerns, has always been of utmost importance to us,” said Jim O’Brien, vice president of operations at OPENLANE. “By providing our customers with a feature that is accessible 24/7 and offers support when needed, we are furthering our commitment to customer service and ensuring that our dealers are satisfied 100 percent of the time.”

The Customer Service Portal is also available on OPENLANE.ca (OPENLANE’s open auction Web site in Canada), bmwfpurchasedirect.com (the BMW private label online auction Web site), and setfdealerdirect.com (the Southeast Toyota Finance private label online auction Web site). All currently registered dealers can access the Customer Service Portal anytime, and newly registered dealers will gain access to the Customer Service Portal on the next business day. A valid email address is required in order to use the Customer Portal. Dealers can call OPENLANE at 866-969-0321 for any additional questions on this new feature.

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, Ford Motor Credit, Porsche Financial Services, Volkswagen Credit, among others. For more information, please visit www.openlane.com or call +1 (866) 969-0321.

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