



FOR IMMEDIATE RELEASE

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**OPENLANE TO SPEAK AT DEALER SUMMIT AND
AUTO REMARKETING TRAINING SERIES (ARTS)**

*Announcing participation in four Dealer Summit events and the first webinar in the
Auto Remarketing Training Series*

MENLO PARK, Calif., August 19, 2009 — [OPENLANE, Inc.](#), a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced their participation in two upcoming significant industry events, the [Dealer Summit](#) and the inaugural [Auto Remarketing Training Series](#) webinar (ARTS), both intended and designed for the car dealer audience.

Dealer Summit

Andrew Iorgulescu, Vice President and Co-Founder of OPENLANE, will be speaking at a series of four Dealer Summit events in San Diego, Chicago, Dallas and Fort Lauderdale. The Dealer Summit is a new networking series designed to present dealers with the education and support to successfully implement new programs to help them succeed in today's economic climate. The first series will focus on "Emerging Online Technologies: From Inventory Management to Internet Marketing." As part of the series, Mr. Iorgulescu will be joined by executives from companies such as vAuto, WebShareDesign.com, CARFAX and Auction123.com to discuss the state of the auto dealer industry, the power of virtual inventory, as well as techniques and strategies for industry success. Seminars will provide hands-on workshops, best practices, on-going product support, and peer-to-peer networking in a non-exhibitor environment.

WHAT: Dealer Summit Seminars

WHO: Andrew Iorgulescu, Vice President and Co-Founder, OPENLANE

WHEN and WHERE:

- September 17, 2009, W Hotel San Diego
- October 27, 2009, W Hotel Chicago Lakeshore
- November 12, 2009, W Hotel Dallas Victory
- December 4, 2009, W Hotel Fort Lauderdale

REGISTRATION: <http://dealersummitsandiego.eventbrite.com/?discount=op917>

Auto Remarketing Training Series (ARTS)

In addition to its participation in the DealerSummit, OPENLANE will join AutoTrader.com, CARFAX and DealerTrack for the first ever webinar in the *Auto Remarketing* Training Series (ARTS). The ARTS webinars are intended to offer a fresh approach to typical pre-owned marketplace webinars, with executives from three to four non-competing companies sharing their insight, best practices and expertise with online attendees. Content will be delivered in presentation format, followed by a Q&A session. OPENLANE Vice President Ed Berkowitz will participate in the first of the series, offering a perspective on how dealers can benefit from wholesale automotive remarketing through online auctions. This presentation will inform dealers on the online auction process, participants, and critical success factors to help increase profits, save time, and drive the dealership to continued success.

WHAT: Auto Remarketing Training Series (ARTS) Webinar

WHO: Ed Berkowitz, Vice President, OPENLANE

WHEN: September 1, 2009

WHERE: Online webinar

REGISTRATION: <https://www2.gotomeeting.com/register/989790643>

A History of Leadership

Over the past ten years, OPENLANE has revolutionized the auto remarketing industry by creating a more efficient way for dealers to buy and sell wholesale inventory through online auctions. The company also offers a comprehensive range of value-added services that has helped them to weather the economic storm and continue sales growth despite uncertainty in the market. With more than 25,000 registered dealers across North America, OPENLANE has continued to move the auto remarketing industry forward and will share their strategies for success at the Dealer Summit event and ARTS webinar.

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 or call +1 (866) 969-0321.

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Editor's Note: Please note OPENLANE is spelled in all capital letters.