

PRESS RELEASE



FOR IMMEDIATE RELEASE

IAA Launches Ignite Auction Channel Brand with Grand Opening of its New Location in Portage Wisconsin

WESTCHESTER, Ill. – January 25, 2018 – Insurance Auto Auctions, Inc. (IAA), a business unit of global vehicle remarketing and technology solutions provider KAR Auction Services (NYSE: KAR), launches its newest auction channel offering a more targeted buying and selling platform. Sellers who want a full-service auction company partner can now target non-insurance, clear title, Run & Drive® vehicle segment buyers through IAA Ignite. Ignite allows sellers to consign vehicles utilizing IAA's suite of auction channels - IAA Live and Online™, IAA Timed Auctions and IAA Buy Now™ – all in one location.

“We wanted to create an efficient marketplace for independent dealers and rebuilders with access to the clear title, run and drive, higher mileage segment of inventory they desire,” said John Kett, CEO and president of IAA. “By leveraging our multi-channel auction model, we can match the right buyer to the right seller. Our new location in Portage, Wisconsin will serve as the launching point for the IAA Ignite brand.”

The new IAA Ignite Auction in Portage, previously ADESA Wisconsin, celebrates its grand opening January 25, 2018 and will operate largely like an IAA Auction except for the specific inventory it will offer. Interested buyers can register at IAA-Auctions.com.

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About KAR Auction Services

KAR Auction Services (NYSE: KAR) provides sellers and buyers across the global wholesale used vehicle industry with innovative, technology-driven remarketing solutions. KAR's unique end-to-end platform supports whole car, salvage, financing, logistics and other ancillary and related services, including the sale of more than 5 million units valued at over \$40 billion through our auctions. Our integrated physical, online and mobile marketplaces reduce risk, improve transparency and streamline transactions for customers in 110 countries. Headquartered in Carmel, Ind., KAR has approximately 17,600 employees across the United States, Canada, Mexico and the United Kingdom. www.karauctionservices.com.