



FOR IMMEDIATE RELEASE

Impact Auto Auctions Announces Launch of Impact 360 View™

Offering Provides More Accurate Visuals and Improved Merchandising of Assets

Mississauga, ON, – June 29, 2020 – Impact Auto Auctions Ltd., the Canadian business unit of IAA, Inc. (NYSE: IAA), a leading digital global marketplace connecting vehicle buyers and sellers, announces Impact 360 View, an innovative imaging technology that allows online vehicle buyers a 360° viewing experience of a vehicle’s exterior and interior. Impact 360 View allows the buyer to rotate an image to provide an interactive visual, like physically walking around the car, and follows the widely acclaimed launch of the technology in the U.S. earlier this year.

All Impact branch locations throughout Canada offer Impact 360 View, for vehicles twelve years old and newer, unique classics, high-end vehicles and exotics. The technology’s benefits include enhanced imagery, zoom and pan capabilities as well as additional views beyond 5MB HD providing internal and external insight on critical areas of the vehicle.

“We are very excited to enhance our best-in-class merchandising offering for our Canadian customers through the launch of Impact 360 View,” said Blair Earle, Managing Director of Impact. “Impact 360 View offers an enriched vehicle research, bidding and buying experience for our buyers as well as a more accurate visual and improved asset merchandising environment for our vehicle sellers, driving additional bids and higher returns.”

About IAA

IAA, Inc. (NYSE: IAA) is a leading global digital marketplace connecting vehicle buyers and sellers. Leveraging leading-edge technology and focusing on innovation, IAA’s unique multi-channel platform processes approximately 2.5 million total-loss, damaged and low-value vehicles annually. Headquartered near Chicago in Westchester, Illinois, IAA has nearly 4,000 talented employees and more than 200 facilities throughout the U.S., Canada and the United Kingdom. IAA serves a rapidly growing global buyer base – located throughout over 135

countries – and a full spectrum of sellers, including insurers, dealerships, fleet lease and rental car companies, and charitable organizations. Buyers have access to innovative vehicle merchandising, efficient evaluation services and digital bidding tools, enhancing the overall purchasing experience. IAA offers sellers a comprehensive suite of services aimed at maximizing vehicle value, reducing administrative costs, shortening selling cycle time and delivering the highest economic returns. For more information on IAA visit IAA.com, and follow IAA on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#). For more information on Impact visit ImpactAuto.ca, and follow Impact on [Facebook](#), [Instagram](#), and [LinkedIn](#).

Uncertainties Affecting Forward-Looking Statements

Certain statements contained in this release include “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. In particular, statements made that are not historical facts may be forward-looking statements and can be identified by words such as “should,” “may,” “will,” “anticipates,” “expects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” and similar expressions. In this release, such forward-looking statements include statements regarding the expected timing and associated benefits of the Impact 360 View to our customers and company generally. Such statements are based on management’s current expectations, are not guarantees of future performance and are subject to risks and uncertainties that could cause actual results to differ materially from the results projected, expressed or implied by these forward-looking statements. These risks and uncertainties include: uncertainties regarding the impact of the COVID-19 outbreak, and measures to prevent its spread, on our business and the economy generally; the loss of one or more significant suppliers or a reduction in significant volume from such suppliers; our ability to meet or exceed customers’ demand and expectations; significant current competition and the introduction of new competitors or other disruptive entrants in our industry; the risk that our facilities lack the capacity to accept additional vehicles and our ability to obtain land or renew/enter into new leases at commercially reasonable rates; our ability to effectively maintain or update information and technology systems; our ability to implement and maintain measures to protect against cyberattacks and comply with applicable privacy and data security requirements; our ability to successfully implement our business strategies or realize expected cost savings and revenue enhancements, including from our margin expansion program; business development activities, including acquisitions and integration of acquired businesses; our expansion into markets outside the U.S. and the operational, competitive and regulatory risks facing our non-U.S. based operations; our reliance on subhaulers and trucking fleet operations; changes in used-vehicle prices and the volume of damaged and total loss vehicles we purchase; economic conditions, including fuel prices, commodity prices, foreign exchange rates and interest rate fluctuations; trends in new- and used-vehicle sales and incentives; and

other risks and uncertainties identified in our filings with the Securities and Exchange Commission (the "SEC"), including under "Risk Factors" in our Form 10-K for the year ended December 29, 2019 filed with the SEC on March 18, 2020. Additional information regarding risks and uncertainties will also be contained in subsequent annual and quarterly reports we file with the SEC. The forward-looking statements included in this release are made as of the date hereof, and we undertake no obligation to publicly update or revise any forward-looking statement to reflect new information or events, except as required by law.

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