



***For Immediate Release***

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**IAA LAUNCHES MOBILE VEHICLE ASSIGNMENT FEATURE FOR ANDROID**

First Mover on Mobile in Salvage Industry; Continues to Lead with Vehicle Assignment Capabilities on Mobile  
WESTCHESTER, Ill., March 27, 2015 — Insurance Auto Auctions, Inc. (IAA), a business unit of KAR Auction Services (NYSE: KAR), and the leading live and live-online salvage auto auction company, today announced the launch of the mobile Vehicle Assignment feature for Android as part of the CSAToday® by IAA mobile app. This follows the feature's successful November 2014 launch on iOS devices, which enhances the CSAToday® customer experience by offering "anywhere" access to begin an assignment with IAA. The feature also enhances the application's capabilities through GPS location services.

"IAA is continuing to lead in the industry for integrating mobile into our customer offerings. We are now delivering on our plans to share this feature with Android users after great success with our iOS launch last year," said John Kett, CEO and president, IAA. "IAA continues to value innovation and our customers know that we are committed to investments in technology – no matter how big or small – that improve their experience."

Key user features and benefits for Vehicle Assignment include the following:

- A streamlined, "five swipe" workflow focused on required fields only
- Built-in mobile technology, such as camera functionality for vehicle identification number (VIN) scanning and GPS for location entry, to reduce manual effort
- Assignment confirmation via Android-supported share options including text, email and print

Vehicle Assignment is one of many features available on the CSAToday® by IAA mobile app. The mobile app is available for download in the Apple iTunes store and on Google Play. A video demonstration of the Vehicle Assignment feature can be seen here:

<http://youtu.be/SKK8XwU8r4E>.

### **About Insurance Auto Auctions, Inc.**

Insurance Auto Auctions is the leading live and live-online salvage vehicle auction company and a business unit of KAR Auction Services (NYSE: KAR). Headquartered in Westchester, Illinois, IAA has over 165 auction facilities throughout North America offering towing, financing and titling services. With the most auction facilities in North America, IAA provides registered buyers from around the globe with millions of opportunities to bid on and purchase donated and salvaged vehicles. Since 1982, IAA has sold millions of vehicles through its weekly auctions for insurance companies, fleet and rental companies, financing companies, charity organizations and the general public. IAA also leverages its business model to assist charitable organizations in the US through its One Car One Difference® campaign. To date IAA has provided millions of dollars in additional funding to charities by assisting in the processing of donated vehicles. Learn how we are making a difference by visiting [www.1car1difference.com](http://www.1car1difference.com). With a talented team of over 2,000 employees, IAA is committed to providing customers with the highest level of services in the salvage auto industry. Go to [www.IAA-Auctions.com](http://www.IAA-Auctions.com) to learn more, and follow IAA on Facebook and Twitter.