



FOR IMMEDIATE RELEASE

Impact Auto Auctions Launches Mobile App for Improved Search and Bid

App Offers Instant Live-Online Auction Access

Mississauga, ON, April 20, 2017 – Impact Auto Auctions Ltd., a subsidiary of Insurance Auto Auctions (IAA) and a business unit of KAR Auction Services (NYSE:KAR), recently announced the launch of their Impact *AuctionNow*[™] mobile app, a proprietary multi-platform auction technology that enables buyers from across Canada and the world to access thousands of vehicles weekly to place bids both live and online. The mobile app, which launched on February 3, 2017, is available for iPhone, Android and tablet users.

“Impact Auto Auctions is committed to continuously improving and simplifying the bidding experience,” said Terry Daniels, Managing Director of Impact Auto Auctions. “The *AuctionNow* mobile app allows bidders the ability to search and source specific vehicles with both speed and precision. This ultimately provides app users greater access, allowing them to bid from anywhere with confidence and convenience. Customer interest and response has been positive – the number of downloads has by far exceeded our expectations within the first 90 days of launch.”

AuctionNow gives users the opportunity to search for and view comprehensive vehicle information, including up to 10 detailed images, as well as vehicle damage estimate reports. App users can also participate in auctions in real-time, which are simulcast live with audio and video, as well as monitor continuous bidding and inventory announcements.

The *AuctionNow* app can be downloaded for free through the Apple App Store or, for Android, on Google Play. Impact Auto Auctions is providing free guest access to anyone interested in testing out the new app.

To begin using the app, users should first register as a guest online at www.impactauto.ca/Account/Register to enable search, browse and auction view only access. To bid and purchase vehicles buyers are required to complete and submit the appropriate online dealer, non-dealer or public registration form.

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About Impact Auto Auctions

Impact Auto Auctions is Canada's leading live and live-online salvage vehicle auction company with 14 auction facilities in British Columbia, Alberta, Ontario, Quebec and Atlantic Canada. Impact's national service offering allows sellers to standardize processes across the country, and provides buyers with Canada's most extensive selection of salvage vehicles. Impact is a subsidiary of Insurance Auto Auctions (IAA), and a business unit of KAR Auction Services, Inc. (NYSE:KAR). For more information, please visit www.impactauto.ca.

About Insurance Auto Auctions, Inc.

Founded in 1982, Insurance Auto Auctions (IAA), the leading live and live-online salvage vehicle auction company, is headquartered in Westchester, Illinois, and employs over 2,800 team members in more than 170 auction facilities throughout the U.S. and Canada. IAA is a business unit of KAR Auction Services (NYSE: KAR), a FORTUNE 1000 global auto remarketing and technology services company. IAA is part of an end-to-end remarketing solution providing global buyers opportunities to bid on and purchase total loss, donated, higher mileage, damaged, and clean-title vehicles utilizing cutting-edge technology. IAA's multi-platform model enables insurance companies, fleet and rental companies, banks, finance companies, car dealerships and the general public to simultaneously participate in multiple auctions online and in-person. Additional services include registration, financing, towing and title services. Learn more at www.iaa-auctions.com and follow IAA on Facebook and Twitter.

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, Indiana, KAR has approximately 17,400 employees across the United States, Canada, Mexico and the United Kingdom. www.karauctionservices.com.