



For Immediate Release

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**GLOBAL AUCTION BUYERS FIND IAA'S NEW AND IMPROVED REGISTRATION SITE
EASIER TO USE AND MOBILE-FRIENDLY**

IAA's Redesigned Online Buyer Registration System Improves Customer Usability and Functionality

WESTCHESTER, Illinois, Jan. 07, 2016 – 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 a newly improved buyer registration platform. With the new mobile-friendly display, buyers from around the world can take part in an auction within 24 hours of registering and can complete the process online, without being required to fax or email documents.

“It’s quite simple, we want to be top-of-mind, easy to do business with, and provide a great experience to our buyers around the globe,” noted John Kett, CEO and president, IAA.

“Regardless of the technology or service we are building, the end-user is at the core of our development strategy. Today, our new buyer registration platform is streamlined, and the user interface has been completely overhauled to make registering with IAA easy, flexible and mobile friendly. In fact, we’ve nearly doubled our registrations year over year since launching the new registration platform on September 1, 2015.”

The platform’s advances in efficiencies include instant upload for IDs and business licenses via scanned documents or digital images. As with all other IAA apps, the online process is built for mobility and compatible across all devices – computers, smartphones and tablets alike.

IAA’s Buyer Services provides assistance to buyers in **English, Spanish, Arabic, Russian, French, German, Polish and Chinese**. They also assist with registration, bidding, payment (accept wire transfers and process payments), vehicle pick up and more. They also help answer questions about buyer rules, auction policies and all web and mobile application issues. Hours: Mon-Fri 6:30am – 7pm (CT) and Sat-Sun 8am – 5pm (CT), toll-free at 877-937-4243 or International – 708-492-7080, or email cservice@iaai.com.

To learn more, go to: <https://www.youtube.com/watch?v=tCvnxxkH2I0>. To Register, go to: <https://www.iaai.com/Registration/Free>.

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 170 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. 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 to learn more, and follow IAA on Facebook and Twitter.

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