



**FOR IMMEDIATE RELEASE**

## **IAA Enhances Merchandising Capabilities in the UK with Engine Starts™ and Key Image™**

New Interact features provide greater clarity to research, bid, and buy

**ESSEX, England** – March 2, 2021 – IAA, Inc. (NYSE: IAA), a leading global digital marketplace connecting vehicle buyers and sellers, announces the enhancement of its merchandising platform in the UK market with two new value-added features – IAA Engine Starts™ and IAA Key Image™. These innovative tools give buyers additional vehicle details, creating greater confidence and trust to research, bid, and buy.

Engine Starts provides a 10-second, under-the-bonnet video with full sound, enabling vehicle buyers to assess an engine's condition as it runs, while Key Image features high-quality photos showing key(s) or fob condition and type. Coupled with IAA 360 View™, a 360° imaging technology, these Interact merchandising tools create a more immersive buyer experience, replicating physical interaction with a vehicle. Used in the U.S. since 2019, this technology is also helping buyers to de-risk transactions by allowing them to assess the value of a vehicle more accurately.

“Merchandising tools like Engine Starts and Key Image will provide more accurate and consistent vehicle data that buyers need to make confident, informed decisions,” said Steve Hankins, IAA Managing Director for the UK. “Combined, these features further enhance IAA’s holistic e-commerce offering for our buyers in the UK market.”

### **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 platform facilitates the marketing and sale of total-loss, damaged and low-value vehicles. Headquartered near Chicago in Westchester, Illinois, IAA has nearly 4,000 employees and more than 200 facilities throughout the U.S., Canada and the United Kingdom. IAA serves a global buyer base –

located throughout over 170 countries – and a full spectrum of sellers, including insurers, dealerships, fleet lease and rental car companies, and charitable organizations. Buyers have access to multiple digital bidding and buying channels, innovative vehicle merchandising, and efficient evaluation services, 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 in the U.S. visit [IAAI.com](http://IAAI.com), and follow IAA on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#). For more information about IAA in the UK visit [IAAIUK.co.uk](http://IAAIUK.co.uk), and follow IAA in the UK on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

### **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 with respect to the rollout of Engine Starts™ and Key Image™ in the UK on our business and plans regarding our growth strategies and margin expansion plan, and 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, but are not limited to: uncertainties regarding the duration and severity of the COVID-19 pandemic, and the measures taken to reduce its spread, on our business and the economy generally; the loss of one or more significant vehicle seller customers or a reduction in significant volume from such sellers; 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 plan; business development activities, including acquisitions and integration of acquired businesses; our expansion into markets outside the U.S. and the UK and the operational, competitive and regulatory risks facing our non-U.S. and non-UK based operations; our reliance on subhauers 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 27, 2020 filed with the SEC on February 22, 2021. 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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