



*For Immediate Release*  
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## **INSURANCE AUTO AUCTIONS LAUNCHES CUSTOMER SELF-SERVICE PORTAL FOR TOTAL LOSS CLAIMS MANAGEMENT**

*New Owner Portal Reduces Costs, Maximizes Workforce Efficiency and Supports Policy Holder Retention*

WESTCHESTER, Ill., February 4, 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 MyVehicleClaim.com, a turnkey customer self-service tool that enhances the total loss claims experience for IAA Title Services™ clients. This self-service tool allows insurance companies to provide vehicle owners with an effective means to track the progress of their total loss claim resulting in enhanced customer satisfaction and improved customer retention.

Through MyVehicleClaim.com, vehicle owners can easily receive communications and track their information throughout the total loss claims process including visibility of real-time status updates, messaging features, document downloads and multiple claim management. These convenient features help reduce the amount of administrative work typically associated with a claim.

“We are proud to incorporate this capability into our Total Loss Solutions offering,” said Pat Walsh, senior vice president of business development, IAA. “MyVehicleClaim.com reflects the type of full service claims management solutions that our customers have grown to expect. It delivers a customer self-service product for our clients so they don’t have to build their own proprietary solution.”

“Insurance carriers increasingly have to tightly manage every aspect of the total loss claims process while also providing a great customer experience. That’s why IAA’s continued focus on innovation and technology advancements that streamline the process and increase customer retention is critical,” said John Kett, CEO and president, IAA.

### **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.