

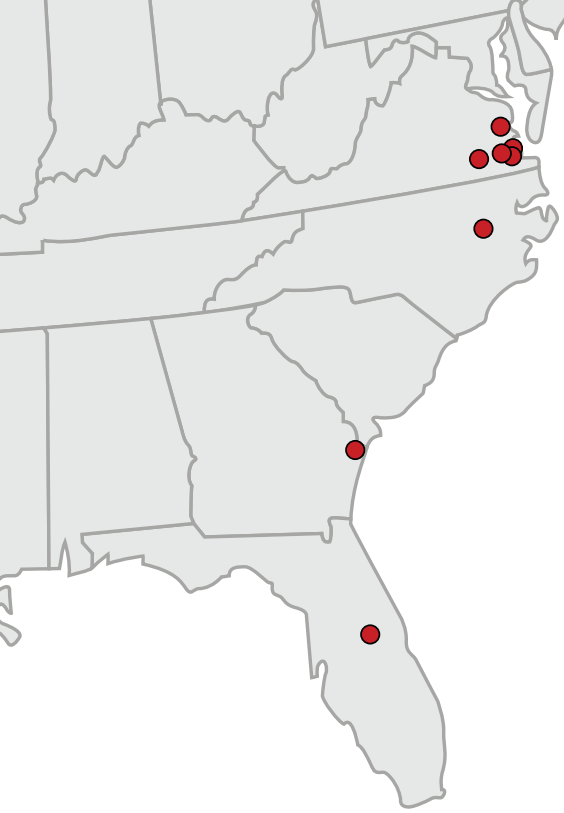


# CAT UPDATE

## Hurricane Matthew

In September 2016, reports of a tropical cyclone named Hurricane Matthew began to circulate, with indications that the storm would reach the southeast United States. Governors declared a state of emergency in Florida, Georgia, North Carolina, South Carolina and Virginia. As soon as we heard of the incoming catastrophic event, IAA quickly enacted our CAT plan to assist our clients with storm response and recovery. With uncertainty surrounding the strength and path of the cyclone, IAA's prior preparation and coordination proved to be vital to the overall CAT mission.





## LAND

- IAA was able to secure land at existing IAA branches; IAA Savannah in Georgia, IAA Boggy Creek in Florida and IAA Raleigh in North Carolina.
- IAA obtained 56 total acres of land at four separate sites in Virginia, including 40 acres at Richmond International Raceway, for a total of five distinct CAT holding yards in the state.

## TOWING AND RECOVERY

- A mobile CAT Command Center was stationed at the IAA Richmond CAT holding yard.
- The IAA Transportation Dept. began securing additional tow trucks before landfall, with increases of hundreds of trucks each day. On October 16, at the height of the recovery efforts, there were more than 300 total trucks dedicated to CAT recovery.
- Front End Loaders were secured for all affected branches, with an emphasis on IAA Raleigh, IAA Boggy Creek and all Virginia-area CAT yards.
- Nearly 50 Release Call Center agents were dedicated to releasing CAT assignments for dispatch and pickup.
- The IAA CAT Team consisted of more than 75 team members, serving as customer service representatives, IT support, loaders, title clerks, dispatchers and vehicle check-in support.



300+ TOW TRUCKS



50 RELEASE CALL CENTER AGENTS

## ACHIEVEMENTS

- Significant road closures in North Carolina and Virginia became an issue after Hurricane Matthew made landfall, but the CAT Team was soon able to use alternative routes to continue recovery efforts.
- A major dam break in North Carolina was a difficult obstacle for transportation, but IAA quickly coordinated alternative routes to reach affected vehicles.
- As the storm track shifted further north, the IAA CAT Team's deployment and equipment triage were repositioned in accordance with where the damage was most severe.



CAT Yard at Richmond International Raceway

## MARKETING AND AUCTION

- IAA’s auctions are a point of pride for us, and to help our partners, we dedicated an entire auction series to showcase total loss vehicles affected by Hurricane Matthew.
- Along with the specific auction series, IAA created a targeted marketing campaign to promote those vehicles to the right buyers and help clear our partners’ catastrophe inventory quickly and productively.
- To create a central hub of information, our technology development team launched a flood auction webpage featuring flood auctions all around the country. Visit [IAA-Auctions.com/Flood](http://IAA-Auctions.com/Flood) to learn more.

With each extreme weather event, IAA gains new insight and experience. We use this new information to further refine our CAT response and recovery strategy to better serve our partners even when circumstances may be unpredictable. When disasters like Hurricane Matthew strike, it can be a long, hard struggle to return to normalcy. It’s our goal to help speed up the process and assist wherever possible – not only for the benefit for our partners, but for the communities in need.

**Visit [IAA-Auctions.com](http://IAA-Auctions.com) to learn more about our services to sell vehicles.**

[IAA-Auctions.com/Flood](http://IAA-Auctions.com/Flood)

The Insurance Auto Auctions (IAA) location of 5901 Richmond Henrico Turnpike is on property located at Richmond International Raceway (RIR). RIR is not a partner, sponsor or otherwise affiliated with business of IAA.

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