



FOR IMMEDIATE RELEASE

IAA Launches Comprehensive Fast Search Tool

First in Salvage Vehicle Industry to Offer Buyers Over 30 Search and Filter Options

WESTCHESTER, Ill., April 12, 2017 – Insurance Auto Auctions, Inc. (IAA) today announced the launch of IAA Fast Search™, the salvage vehicle industry's most comprehensive search tool. With over 30 vehicle search and filter options, IAA Fast Search™ provides vehicle buyers with a smart, mobile-friendly tool that delivers more efficient and more accurate search results. The innovative Fast Search functionality complements the recently announced enhancements to IAA's Vehicle Details™ feature on IAAI.com. Together, these launches help advance IAA's strategy to deliver increased customer value through technology and innovation.

"IAA is committed to continuously improving and simplifying the buyer experience," said John Kett, CEO and president of IAA. "Fast Search reduces the time-intensive task of sourcing specific vehicles by enabling buyers to search with both speed and precision. This ultimately helps them bid and buy with greater knowledge, confidence and convenience."

Additional functionality of the Fast Search technology, which is available on desktop and mobile devices, allows buyers to recall previous searches and quickly pick up where they left off. Buyers can also easily add or remove filters, such as odometer reading, vehicle type or loss type, to refine or expand results at any point during a search.

"We know time and efficiency are highly valued commodities for our buyers," said Jeanene O'Brien, senior vice president of global marketing. "So we built them a comprehensive and intuitive search tool to help them make better informed decisions more quickly. Fast Search and our growing suite of customer tools, resources and technology help IAA deliver an unmatched buying experience."

As an industry leader in technology and innovation, IAA has announced 27 new tools and enhancements since January 2010 that anticipate and address the needs of salvage buyers and sellers. The company was the first to invest beyond the physical auction and provide sellers with technology solutions that decrease cycle time, increase customer satisfaction and help manage costs. In 2010, IAA introduced CSAToday®, the salvage industry's first mobile seller vehicle inventory management tool, followed by the 2011 release of the first live bidding app for Apple and Android. In 2013, IAA's Market Value™ tool became the first salvage vehicle value tool

app released for iPhones. In 2015, IAA released the IAA Total Loss Solutions® suite of products, which has since been supplemented with seven additional customer tools and enhancements. Last month, the company launched its enhanced IAA Vehicle Details™ page, which provides buyers instant access to an industry-leading 320 VIN attributes on any vehicle.

To become an IAA buyer today, go to: <https://www.iaai.com/Registration/Free>.

To view the new Fast Search tool, go to: <https://www.iaai.com/Search>.

IAA Contacts

Media Inquiries:

Jeanene O'Brien

708-492-7328

Jobrien@IAAI.com

KAR Contacts

Media Inquiries:

Tobin Richer

317- 249-4521

Tobin.richer@karauctionservices.com

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.