



FOR IMMEDIATE RELEASE

IAA Launches Newly Enhanced Vehicle Details Page

First in Industry to Offer Buyers Access Up to 320 VIN Attributes

WESTCHESTER, Ill., March 29, 2017 – Insurance Auto Auctions, Inc. (IAA) today announced the launch of its enhanced Vehicle Details page on IAAI.com aimed at streamlining customer access to the most relevant and important vehicle information. IAA is a business unit of KAR Auction Services (NYSE: KAR) and is a leading provider of vehicle liquidation, logistics, title processing and inventory sourcing for damaged, high mileage and lower value vehicles.

The new features, which include up to 320 additional VIN details and comprehensive Hollander Interchange parts data, help customers assess vehicle value more quickly and make better-informed bidding and buying decisions. A newly unified layout and additional mobile functionality also improve the user experience.

“Delivering a differentiated customer experience through data and technology is a strategic priority for IAA,” said John Kett, CEO and president of IAA. “IAA provides our customers with rapid access to the most complete vehicle information possible, enabling them to bid and buy with greater confidence and convenience.”

The revamped page loads 60 percent faster and uses 50 percent less network data. It provides registered buyers tailored data that can be revealed or hidden depending on customers’ unique needs. The page also offers helpful tips for new buyers, easier-to-find information with less scrolling, expandable content for more in-depth selections and convenient adaptability to any device. This allows the customer to maximize their search time and more efficiently identify those vehicles on which they may want to bid.

“Our online tools are built for our customers, by our customers. Their feedback and needs are the primary drivers and designers of these enhancements,” said Jeanene O’Brien, senior vice president of global marketing, IAA. “By streamlining the Vehicle Details pages, we are able to facilitate an unmatched buying experience and deliver better information and better value.”

To view the enhanced Vehicle Details page, go to: <https://iaa-auctions.com/vehicle-details/>.

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

For four decades, IAA has been dedicated to exceeding the needs of its global clients and giving back to the communities in which it operates. IAA's more than 2,800 team members actively volunteer, mentor and financially support multiple global, national and local charitable causes. This commitment is also reflected in IAA's National Vehicle Donation division that, since 1994, has assisted not-for-profit organizations monetize donated vehicles to fund and support their own missions.

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About Insurance Auto Auctions, Inc.

Founded in 1982, Insurance Auto Auctions (IAA) is the leading live and live-online salvage vehicle auction company with over 2,800 employees and 170 auction facilities throughout the U.S. and Canada. IAA is headquartered in Westchester, Illinois, and is a business unit of KAR Auction Services (NYSE: KAR), a FORTUNE 1000 global auto remarketing and technology services company. IAA provides 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 online and in-person auctions. Additional services include registration, financing, towing and title services. www.IAA-Auctions.com

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, Ind., KAR has approximately 17,400 employees across the United States, Canada, Mexico and the United Kingdom. www.karauctionservices.com.

