



# CAT UPDATE

## Louisiana Floods

August 2016 was a difficult time for many Louisiana residents as seemingly unrelenting heavy rainfall resulted in devastating flooding that damaged or destroyed thousands of homes and businesses and even more vehicles. Louisiana Governor John Bel Edwards declared a state of emergency in an area that too often finds itself facing a challenging clean-up effort. IAA prides itself on our ability to lend a hand before, during and in the wake of catastrophic weather events such as these dangerous floods. Our approach is unwavering: plan, coordinate, respond.



PLAN



COORDINATE



RESPOND

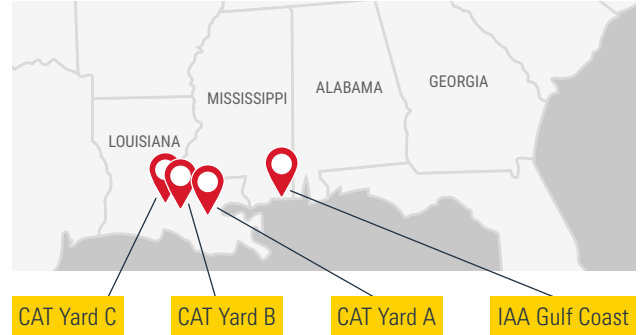


## LAND

In addition to the many IAA branch locations throughout Louisiana and southern Mississippi, the IAA Real Estate Team was able to secure almost 70 acres of additional space in Louisiana dedicated to CAT recovery efforts. These areas were located at:

- CAT Yard A – Geismar, LA – 20 acres secured on August 24
- CAT Yard B – St. Gabriel, LA – 30 acres secured on August 24
- CAT Yard C – St. Gabriel, LA – 17 acres secured on August 26

A fourth additional holding area was secured in Mississippi with 40 more acres of usable space.



## TOWING AND RECOVERY

- Our CAT Command Center was deployed to support dispatch operations across southern Louisiana.
- With an extensive network of tow providers, IAA deployed 370+ trucks to the field during the height of the recovery.
- The IAA Transportation Department bolstered the vehicle recovery efforts through a marketing blitz that recruited tow operators in neighboring states.
- IAA dedicated more than 65 Release Call Center agents to work specifically on Louisiana flood recovery.



## GOVERNMENT RELATIONS

Thanks to IAA's efforts in 2015, we worked with the EMS director to develop an order that lifts out-of-state tower restrictions as part of the governor's State of Emergency declaration. This helped significantly in our response to the Louisiana floods. In previous years, CAT response was impacted by not being able to bring in the appropriate number of tow truck resources. IAA is grateful for the government cooperation during this challenging recovery.

## IAA CAT RESPONSE TEAM

Putting in long hours, the IAA CAT Team was comprised of 80 experienced team members who carried out a number of important tasks. From loading to vehicle check-in, assisting with dispatch, expense entry and vehicle clean-up, the group remained committed to serving the affected communities.

## FLOOD VEHICLE SERVICING AND AUCTION

Between the three CAT yards in Louisiana, IAA had close to 20 teams on the ground working to clean up the vehicles and get them ready for auction. IAA marketing staff went to work right away with the promotion of multiple auctions a week, and our technology development team created a dedicated flood auction web page to serve as a central hub for information regarding all the IAA flood auctions around the country. Visit [IAA-Auctions.com/Flood](http://IAA-Auctions.com/Flood) to learn more.





## OUTCOME

The IAA CAT Response Team aided in the recovery of tens of thousands of vehicles damaged in the Louisiana floods. IAA hosted special weekly auctions to help connect these vehicles to the right buyers. Steadily working through such a large volume is no simple undertaking, but with our live and online auction model, we are able to reach buyers on a global scale, which moves this inventory out faster.

At the very core of the IAA philosophy is service to the communities we are a part of. Natural disasters are a part of life for everyone, and the safety and well-being of the people affected by these events is paramount. We will always do whatever we can to assist in times of crisis, and every one of our team members share the same devotion to timely response, speedy recovery in the aftermath of a major catastrophic event and the pursuit to getting things back to normal for the individuals whose lives have been forever changed.



2,700+ TEAM MEMBERS

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