



*For Immediate Release*

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## **INSURANCE AUTO AUCTIONS ANNOUNCES GRAND OPENING OF A NEW ROCHESTER AREA LOCATION**

WESTCHESTER, Ill., April 19, 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, held a grand opening April 19 celebrating its newest branch in Bergen, New York. By demonstrating persistent growth in a developing area for IAA buyers and sellers, the opening continues to showcase IAA's strong dedication to its customers.

"The new location will increase the company's attendance in upstate New York by offering buyers and sellers the chance to obtain more inventory with greater convenience," said John Kett, CEO and president, Insurance Auto Auctions, Inc. "In addition to ensuring better service for existing and future customers, purposefully expanding our presence in the region will expand the company's growing footprint in the industry, with more than 170 locations in North America."

The facility currently sits on ten acres with an additional ten acres available for expansion, giving IAA flexibility in delivering quality service to a higher volume of customers. The grand opening live and live-online auction will be held on Tuesday, April 19, 2016, where approximately 150 vehicles are expected to be sold.

"We're happy to have the support of the local businesses and civic organizations in the town of Bergen and Genesee County," said Jeanene O'Brien, vice president of global marketing, IAA, who attended the grand opening. "Our branch is looking forward to working closely with the community leaders and local businesses and contributing to the town's economic growth."

The branch is located at 7149 Apple Tree Avenue Bergen, NY 14416. Auctions will occur every Tuesday at 9:30 A.M. EST. For more information, call 585-494-2185 or go to IAA's branch

Information page at [www.iaai.com](http://www.iaai.com). For a list of IAA's 170+ locations in North America, go to <https://iaa-auctions.com/locations>.

### **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.