

Dear Franchise Dealer,

Insurance Auto Auctions (IAA) is a certified salvage auction for the disposition of your CARS trade-in vehicles. On July 24, 2009, the National Highway Traffic Safety Administration issued its final rule for the requirements and procedures for the voluntary vehicle trade-in and purchase/lease program under the Consumer Assistance to Recycle and Safe Act of 2009 – more commonly known as the "CARS" or "Cash for Clunkers" program. The rule allows participating dealers to dispose of CARS trade-in vehicles via salvage auction. We are ready to assist you from beginning to end of the disposal process to maximize the value of your CARS trade-in vehicle.

Our services include:

- Assistance in estimating the value, processing and completing the transaction of a CARS trade-in vehicle
- Securing the vehicle title done at time of vehicle pickup
- Providing you with the Salvage Auction Certification Form at the time of pickup
- Quick assignment and sale of your CARS trade-in vehicle to any of our more than 138 IAA Auction Facilities.

The process is easy to prepare your vehicle for pickup by IAA:

- On the appropriate form for submission to the government, enter "99999" and "Insurance Auto Auctions" (unique numbers are not assigned to salvage auctions)
- Mark all titles on the front and back with "Junk Automobile, CARS.gov".
- Please do not obscure any writing on the title If you have several vehicles for us to secure, please email the year, make, model, color and VIN to IAAClunkersProgram@iaai.com

Sell your CARS vehicle trade-in at IAA and receive special pricing. You keep all proceeds above and beyond our fees. To assign your CARS trade-in vehicle or to learn more please contact IAA's Remarketing Center via phone at 800.872.1501 or email IAAClunkersProgram@iaai.com.

Best Regards,

Robert Guerrero | Director, IAA Vehicle Remarketing Division



FRANCHISE DEALERS Cash for Clunkers

PROGRAM OVERVIEW

ADESA and its sister company Insurance Auto Auctions (IAA) are Franchise Dealers' source to maximize the value of Cash for Clunkers vehicles. Using IAA to move these vehicles is quick and easy. IAA expects to be a qualified service provider once the program rules are finalized providing dealers the ability to turn these clunkers into cash – fast. IAA makes managing Cash for Clunkers easy by:

- Assisting with estimating the value for a Cash for Clunkers vehicle
- Picking-up vehicles fast and towing them to one over 138 IAA Facilities within 2 business days for dealer-ships within 100 miles of an IAA facility, and within 3 business days for dealerships outside of 100 miles.
- Ensuring participating Franchise Dealers can assign a vehicle to one of IAA's Facilities with a quick phone call or via the internet 24 hours a day, 7 days a week.

TITLING AND REGULATORY COMPLIANCE

IAA manages all of the details including converting Clunker titles into the required non-repairable title for your state. And, IAA's title experts are truly experienced title professionals processing well over a million titles per year throughout the United States. As a salvage auction industry leader, IAA understands how to quickly process Cash for Clunker vehicles.

- IAA automatically meets all of the current federal reporting requirements for the NMVITS database.
- Cash for Clunkers vehicle purchases will be restricted to qualified buyers based on final rules.
- IAA's systems ensures Cash for Clunker's vehicle processing and transactions are compliant.

In these tough economic times, IAA knows that every dollar counts. With the IAA Hybrid Auction Model, we combine the live auction excitement with simultaneous internet bidding. Once the branded title is obtained, IAA will sell Franchise Dealers' Cash for Clunker vehicles quickly and for a one time flat fee. And, IAA will send dealers their proceeds within 5 days of the auction so that you can put that cash back to work.

HOW TO PRE-REGISTER TODAY

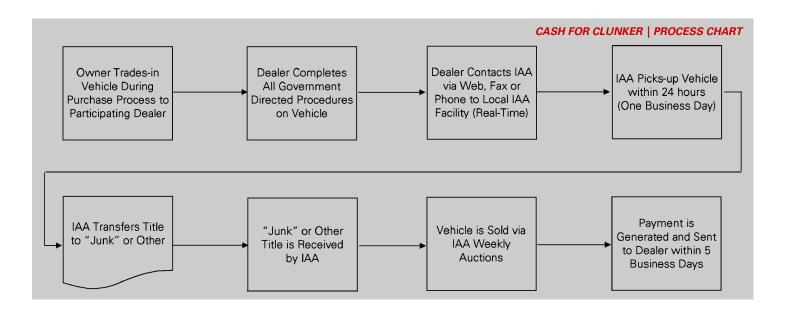
All that is needed to easily pre-register is your dealership name, address, email, phone and contact name. Contact us today via phone at 800-872-1501 or via email at IAAClunkersProgram@iaai.com to pre-register for IAA's Cash for Clunkers Program and get more details about our service commitment to Franchise Dealers.

INSURANCE AUTO AUCTIONS

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FRANCHISE DEALERS Cash for Clunkers



IAA NORTH AMERICA | LOCATION MAP

