

Dealer to dealer, iDEAL is the way to go.
Vehicles go online and off the lot faster.



OPENLANE.com

OPEN AUCTION

Your unwanted inventory isn't just taking up valuable retail space, it's depreciating by the second. And that is capital you could be using elsewhere. What if there was a convenient way to sell your vehicles without having to physically move it or just accept whatever the local dealer or wholesaler will give you? Imagine bypassing the costs, fees, time, and effort to sell your vehicle.

You can do all that and more with OPENLANE's powerful online dealer-to-dealer auction called iDEAL (inter-dealer electronic auction lane).

iDEAL brings independent and franchise dealers together online to buy and sell vehicles at a true market price without the extra costs of the physical auction. So when you turn to iDEAL, you can:

- **Reach More Buyers** – Sell to franchise and independent dealers nationwide.
- **Save Money** – Lower fees than physical auction, reduced transport costs, and less time away from the dealership.
- **Stay Competitive** – Be aggressive on trade-ins and live auction purchases because you have a viable alternative for liquidating aged inventory.
- **Partner with OPENLANE** – Our post-sales team takes care of settling payment, title, transportation, and if there is ever a problem, we handle it, too!

"The iDEAL team has been extremely helpful, marketing my vehicles to other dealers and helping me get strong prices. I'm excited about expanding my use of the program to make all of my wholesale inventory available online."

– David Strohming,
Dealer Principal,
Schaefer & Strohming



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You can trust buying and selling using iDEAL because we have been in the remarketing business for nearly a decade. In fact, we're the only auction company to hold a bond that protects you, the dealer.

MORE PROFIT	FOR SELLERS	FOR BUYERS
INCREASED GROSSES	Nationwide network for buyers ensures true market price	Freshest inventory sourced nationwide
LOWER COSTS	No physical auction overhead	No travel or time out of the store
LESS RISK	Reduce sales cycle from weeks to days	Full arbitration policy designed for online purchases
BETTER SALES CAMPAIGN	Proactive marketing of your vehicles	Get the right vehicle at the right price

To learn more about the benefits of iDEAL, please call **866-969-0321** or visit **www.openlane.com**.

OPENLANE.com features thousands of vehicles everyday from over 40 consignors including:



Powered by the same company that operates the following online OEM Remarketing Programs:

