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**MAZDA TURNS TO OPENLANE TO POWER ITS  
ONLINE REMARKETING PROGRAM**

*U.S. Mazda Dealers Can Streamline Off-Lease Purchasing  
Via Mazda Vehicle Remarketing Service*

REDWOOD CITY, CALIF., January 10, 2010 - [OPENLANE, Inc.](#), a leading online company in North America for automotive dealers to buy and sell wholesale vehicles, today announced that it will power the online remarketing program for Mazda vehicles, allowing Mazda dealers to access a wide inventory of off-lease Mazda vehicles via wholesale auction online. The site, which will be branded as Mazda Vehicle Remarketing ([www.mazdavehicleremarketing.com](http://www.mazdavehicleremarketing.com)), provides first access to vehicles nationwide before they are made available elsewhere.

Mazda dealers throughout the U.S. can take advantage of the ease and efficiency of purchasing vehicles online without having to leave the dealership. In addition to having the ability to purchase off-lease Mazda vehicles, dealers can also enter lease returns directly into the system via an online grounding tool that OPENLANE specifically developed for Mazda.

"By offering an additional inventory source for our dealers, Mazda Vehicle Remarketing brings greater access to Mazda vehicles," said Robert Fecher, Manager, Portfolio Valuation & Remarketing, Mazda North American Operations. "OPENLANE worked closely with us to create a system that would benefit our dealers across the country."

When purchasing through the Mazda Vehicle Remarketing program, Mazda dealers also benefit from the wide variety of services provided by OPENLANE for its wholesale auction solutions. Services available to dealers include: floorplanning and financing options; vehicle condition reports; live online customer service and support; title transfers; third-party vehicle inspections; arbitration support; and transportation.

“We’re pleased to be extending our relationship with Mazda to create the Mazda Vehicle Remarketing program and bring the myriad benefits of online auctions to thousands of dealers nationwide, as well as provide an additional source for selling off-lease vehicles,” said Peter Kelly, President, OPENLANE. “By truly understanding Mazda’s needs, we were able to customize a platform to enable Mazda dealers to streamline their purchasing process and provide a more efficient way of remarketing lease returns.”

#### **About Mazda North American Operations**

Celebrating its 40<sup>th</sup> Anniversary in the United States in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

#### **About OPENLANE**

[OPENLANE, Inc.](#) is a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles. The company offers end-to-end auto remarketing solutions to auto manufacturers, captive finance companies, lease and daily rental companies, financial institutions and wholesale auto auctions throughout the United States and Canada. OPENLANE powers online remarketing programs for American Honda Finance, Audi Financial Services, Avis Budget Group, BMW Financial Services Canada, Chase Auto Finance, Chrysler Financial, Porsche Financial Services, Southeast Toyota Finance, US Bank, Volkswagen Credit, among others. For more information, please visit [www.openlane.com](http://www.openlane.com) or call +1 (866) 969-0321.

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