

INSIDE LANE



AUGUST 2009 ISSUE

OPENLANE MARKET INDEX

The OPENLANE Price Index measures pricing trends by segment in our online marketplace. It represents the most recent prices obtained at auction and provides for a high level trend of pricing in the just concluded month relative to monthly pricing since January 2008. Given the market volatility of 2008 in general, we have continued to show trends with January 2008 as a baseline. We intend to change the index to show a rolling 13 months sometime in the future.

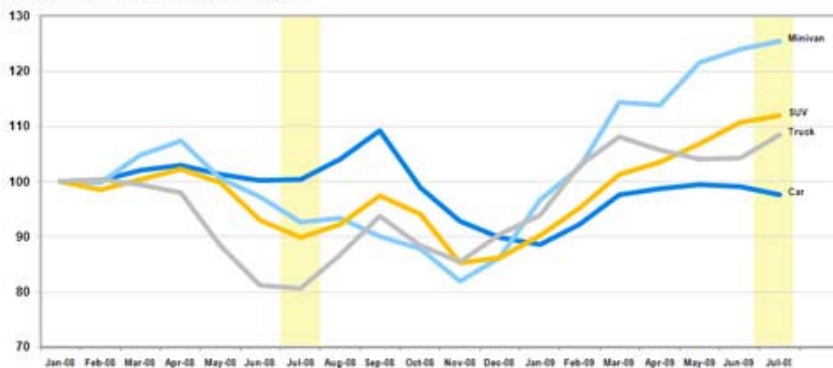
The OPENLANE Vehicle Interest trend is unique to OPENLANE and represents a leading indicator of what dealers are interested in acquiring for their used vehicle inventory. The index should help consignors get an early indicator for vehicle demand and provide high level insight on what they can expect in the marketplace over the next 30-60 days.

- [US Market Index](#)
- [Canadian Market Index](#)

OPENLANE US Market Index

US Price Trend: US used car values continue to maintain strength.

Chart 1: US Price Trend by Body Style



- Car pricing showed a slight decrease last month and 2 percentage points below July 2008 levels but have remained level over the last 3 months.
- Minivan pricing continued to be at its highest level since the January 2008 baseline exceeding July 2008 levels by 33 percentage points.
- SUV pricing also continued to be at its highest level since the baseline surpassing July 2008 levels by 22 percentage points.
- Trucks experienced an increase of 4 percentage points in pricing last month and exceeded July 2008 levels by 27 percentage points.

NEWS AND UPDATES

OPENLANE is celebrating a decade of innovation and leadership in the wholesale auto online auction industry. The company continues to achieve significant milestones in growth, breaking sales records in Q1 and Q2 2009. [Read More](#)

To celebrate OPENLANE's 10 year anniversary, we are offering a free buy fee for dealers who purchase at least 10 vehicles on any OPENLANE powered site. Or a free sales success fee for dealers who sell at least 10 vehicles during the month of August. Offer valid August 1 - 31, 2009. [Read More](#)

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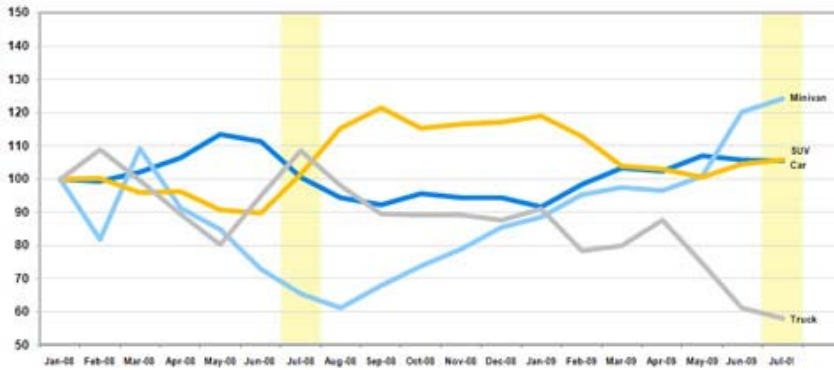
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US Dealer Interest Trend: SUVs and Minivans showed more dealer interest while interest in Cars and Trucks declined.

Chart 2: US Dealer Interest Trend by Body Style

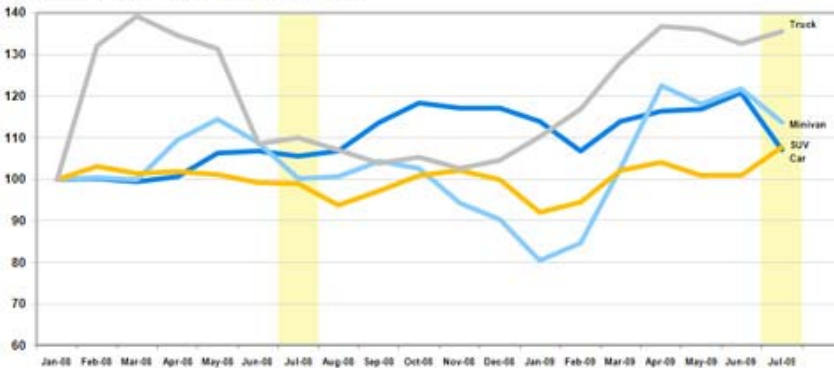


- The Car segment showed a small drop in dealer interest last month but exceeded July 2008 levels by 5 percentage points.
- Dealer interest in Minivans continued to be at its highest level since the January 2008 baseline and surpassed July 2008 levels by 59 percentage points.
- SUVs showed a slight increase in dealer interest last month and topped July 2008 levels by 5 percentage points.
- The Truck segment showed a small decline in dealer interest last month and fell 51 percentage points below July 2008 levels.

OPENLANE Canadian Market Index

Canadian Price Trend: Pricing for Trucks and SUVs increased while Cars and Minivans declined.

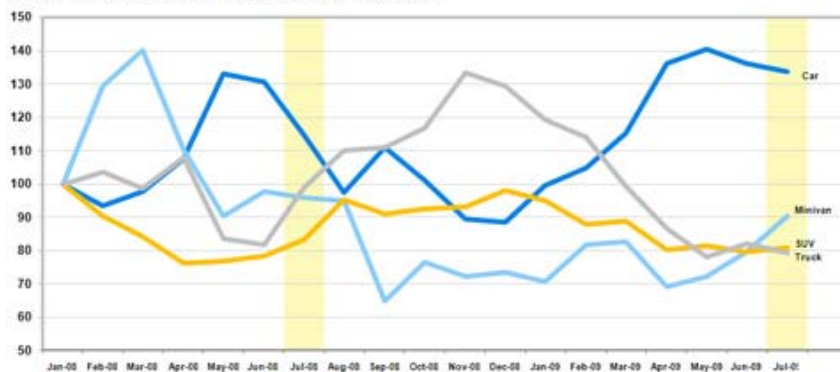
Chart 3: Canadian Price Trend by Body Style



- Car pricing dropped 14 percentage points last month but remained slightly above July 2008 levels.
- The Minivan segment declined 8 percentage points last month and surpassed July 2008 levels by 14 percentage points.
- SUV pricing increased 7 percentage points last month and exceeded July 2008 levels by 9 percentage points.
- Truck pricing showed a slight increase of 3 percentage points last month and surpassed July 2008 levels by 26 percentage points.

Canadian Dealer Interest Trend: Minivans and SUVs showed more dealer interest while interest in Cars and Trucks decline.

Chart 4: Canadian Dealer Interest Trend by Body Style



- The Car segment experienced a small drop in dealer interest last month but exceeded July 2008 levels by 19 percentage points.
- Dealer interest in Minivans rose 10 percentage points last month but still 6 percentage points below July 2008 levels.
- The SUV segment showed a slight increase in dealer interest last month but down 2 percentage points from July 2008 levels.
- Dealer interest in Trucks decreased 3 percentage points last month and fell 20 percentage points from July 2008 levels.



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