



VIRTUAL LANE

Matching the right vehicles with the right buyers for the right price!

Include IAA Virtual Lane as an option when listing via auction aggregators to expose your inventory to an audience that wouldn't normally see it

All vehicles featured in IAA Virtual Lane on our digital platform will be offered via IAA BuyNow™ at your reserve, while simultaneously being offered on other auction marketplaces

Key benefits for listing vehicles in IAA Virtual Lane

- Vehicles offered in multiple marketplaces with no need to physically relocate them, saving you transportation costs
- IAA BuyNow™ is an established, successful digital channel allowing real-time transparency into inventory and pricing offered to buyers
- All vehicles benefit from our best-in-class merchandising platform, IAA Interact™
- No additional associated costs for providers to list inventory in IAA Virtual Lane

Get started today!

Contact your IAA Sales representative to get set up