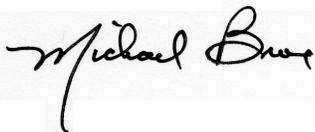


Reflecting on 2014

How time flies! As we turn the page to a new year, we always enjoy the process of celebrating our successes and reinforcing all of the things we learned from the previous year. One thing we know we are carrying forward in to 2015 is our mission to bring the remarketing industry together. You may have noticed that slogan start to appear last year, and we want you to know we mean it. If you're reading this, we hope you already feel like part of a network that is constantly working to make your job easier and more lucrative.

You are an important part of our success, so thank you for your commitment to AutoIMS, and your continued pursuit of excellence.

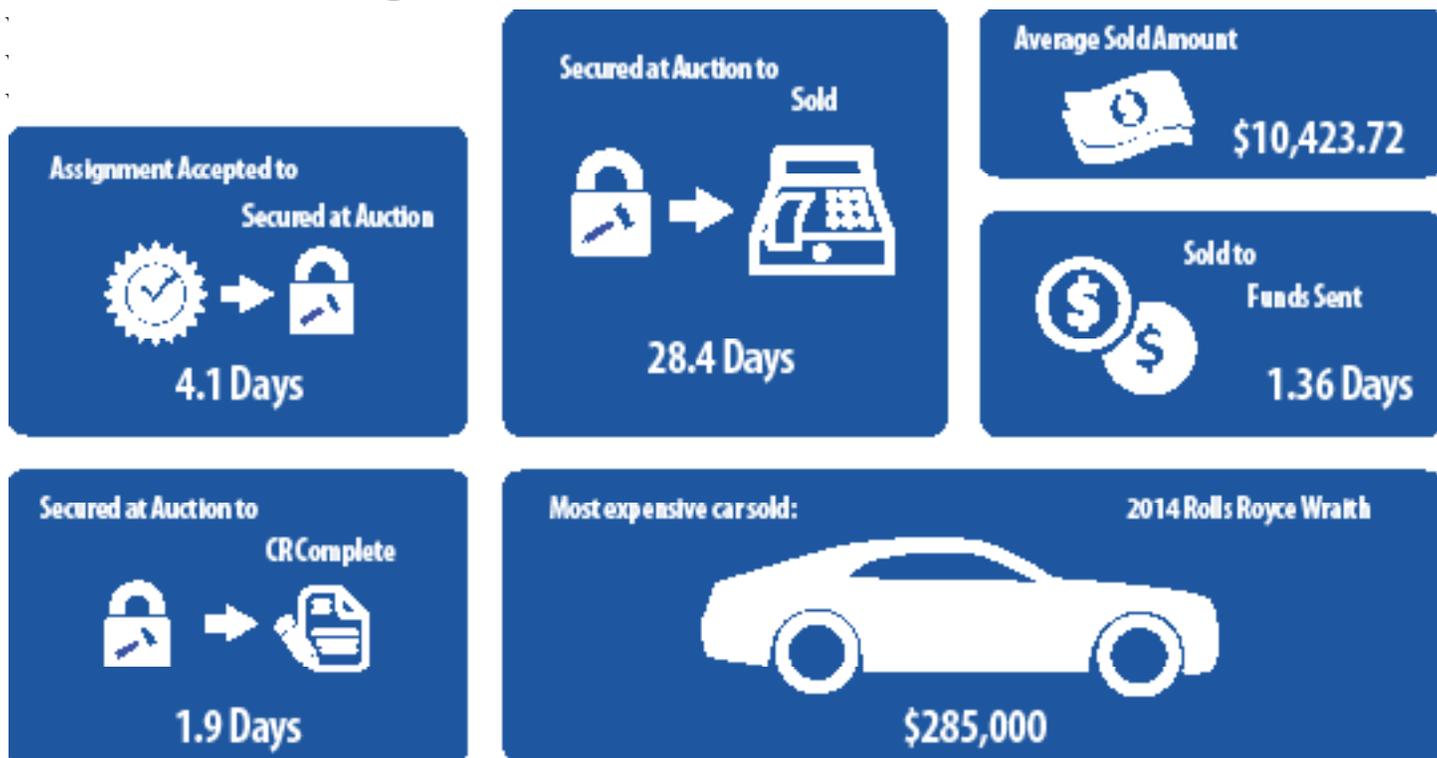


2014 Highlighted Accomplishments List

- Welcomed 17 new member auctions and 25 consignor and 3rd party clients.
- Jointly facilitated the release of AutoGrade™ to the industry with NAAA.
- Worked with multiple industry partners to build and test new, multi-platform selling technology, including the adoption of secure cloud technology to keep costs low and performance high.
- Added a new developer to our technology team.
- Continued delivering custom development projects to clients, including:
 - Custom Data Snapshot technology to monitor run/sold statistics and provide other audit tools.
 - Automated auction assignment process for repossessions; including new integrations with 3rd party repossession vendors.
 - Data integration and custom process flows for major transportation network.
 - Numerous smaller projects to remove or otherwise enhance protection of sensitive data.
 - Client-specific, custom data mapping and process changes for a major auction.
- Partnered with NAAA to offer IsItFrame? (formerly Kink-or-Bend) to the industry.
- Hosted successful first Project Client Insight meeting, launching 5 industry initiatives as a result.
- Created and deployed an archive for the Tips of the Week.
- Helped honor the memory of Don Meadows as he was presented NAAA Pioneer Award.

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AutoIMS BigData



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Don Meadows Receives Industry Pioneer Award



The National Auto Auction Association paid tribute to the great life and industry contributions of former AASC CEO Don Meadows with its 2014 Industry Pioneer Award at the annual NAAA convention in Boston this past October. Past AASC Board member and BSC America's Chairman Ray Nichols – a pioneer in his own right, who helped build the idea of AutoIMS – honored Don tremendously with his thoughtful words and slide show as he presented the award to Don's wife Shannon and daughter Lucy.

Even in 1998, Don knew that to be successful, AASC would truly have to bring the remarketing industry together in a new way, and his leadership and creativity helped create the foundation for the platform that

AASC provides today. Here are a few of the characteristics Ray Nichols pointed to in his speech that made Don such a successful innovator:

- People said, “it will never work,” but Don wouldn't stand with that philosophy and he convinced his team and the industry to stay the course.
- Don believed in his small but effective team. With just 25 people, AASC built and maintained all of the technology that connects the industry in house.
- Don was a true car guy – trained as a mechanic. Though he learned remarketing in his time with Donlen, he always brought the lessons and creativity cultivated during his time under the hood to his approach at AASC.
- Don was a great player/coach. He led by example and fostered a work place that mirrored his shining qualities: Honesty, Hard Work, Loyalty, Innovation, Life Balance, Leadership and Humor.

A heartfelt thanks from all of us at AASC to the NAAA, to Ray Nichols, and to the industry for your support and recognition of one of our most treasured heroes – Don Meadows.

Project Client Insight



AASC was pleased to host thirteen client organizations representing a cross-section of the remarketing industry's commercial consignor landscape for

a workshop we called, "Project Client Insight." The workshop was hosted on August 18th in Chicago just prior to the International Automotive Remarketing Association's annual summer roundtable.

Using an interactive approach to the workshop, representatives from AASC led participants through several exercises to define the business and technology opportunities and challenges they are facing, and to brainstorm ideas that will help them be successful in the future. The meeting was preceded by a survey that received a 100% response from the invitees.

While existing issues like Multi-Platform Selling and increased consistency in vehicle grading and condition reporting were raised frequently, metrics and analytics emerged as a key topic of

opportunity, generating numerous ideas for the group. All participants agreed that making better use of available data to measure performance and hold business partners and employees accountable were vital to their continued success.

"This meeting was not about AutoIMS. Our goal was to create a forum where the remarketing community could connect, voice their challenges and opportunities, and work together to design solutions for the next generation of the industry." -AASC CEO, Mike Broe

The results of Project Client Insight include 18 long-term ideas for new technology and services for AASC. With the help of participants' votes, AASC leaders prioritized these ideas into 5 short-term projects, including:

- 1) A "Set for Sale Calendar" tool;
- 2) New sales results dashboard metrics;
- 3) Numerous additional pre-calcu-

lated "smart fields" in AutoIMS; 4) An effort to drive standardization in auction expense reporting; 5) The development of more robust mobile tools for the industry.

AASC Customer Service Director Joe Miller added, "As a result of the PCI meeting, we are confident that these projects will have a meaningful, positive, and lasting impact on the industry and our clients' bottom lines."

Those that participated with us in Chicago demonstrated incredible teamwork, openness and energy toward designing the future of remarketing, and many have already been supportive in the follow up work associated with each of the projects named above. AutoIMS is truly grateful for the commitment of all of our clients, and looks forward to announcing progress on these initiatives soon.



Project Client Insight in action.

2014 Highlights (con't.)

- Upgraded Oracle database hardware and software, paving the way for enhanced performance and functionality; maintained 99.8% of promised system uptime, even with unusual system disruptions resulting from upgrade issues.
- Implemented new processes and expectations related to system upgrade frequency, testing, and version control internally, with Oracle, and other vendors to prevent disruptions.
- Provided uninterrupted (actually increased) customer service hours during Atlanta's infamous Icepocalypse.
- Performed numerous, successful "invisible" system upgrades throughout the year, including steps to mitigate Heartbleed, ShellShock, Poodle and other vulnerabilities.
- Continued aggressively monitoring and addressing the accelerated legal, regulatory, and compliance concerns of the industry.



What are you most proud of from 2014? What are your biggest goals for 2015? We want to hear from you, and we want to help connect you to the data, services, and industry partners that will help you be successful. Customer.Service@AutoIMS.com

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The History of Pedal Cars



Mass-marketed in the 1910s, pedal cars grabbed kid's imaginations and granted them the power and importance of driving a real car. Almost as soon as the first Model-T was produced, pint-sized versions for children were made. Along with generic cars, automobile brand/model replications were produced which included working headlights, horns, whitewall tires, convertible tops, hood ornaments, and more.

In the 1950's and 60's, baby-boomers grew up in a new culture of mobility. More people were driving, cars were more affordable and second, family cars

were purchased. Manufacturers responded with vehicles that brought a sporty excitement and flair, not to mention handling better than the family sedan. At the 1964 World's Fair, Ford introduced just such a car; the Ford Mustang. Why wait for the consumer to grow up before establishing brand allegiance? The Mustang pedal car was the envy of the neighborhood.

New safety standards in the 1960's along with the availability of plastic replaced metal pedal cars with plastic ones and a toy-inspired aesthetic.

BLACK BOOK'S PEDAL CAR AUCTION

Anyone who attended the Black Book Pedal Car Auction at the 2014 NAAA Convention this fall in Boston, would agree that pedal cars are more than just child's play. The 14 entries, submission fees and live bids brought over a half

million dollars to the NAAA Warren Young, Sr. Scholastic Foundation Inc.

The auction itself was a thing to behold. The excitement: the audience, the bidders and the auctions that produced the cars. The auctioneers Michael Chambers, NAAA's Auctioneer of the Year Award recipient, and Bob McConkey, of the McConkey Auction Group both illustrated their mastery of auctioneering and working the crowd. The cars: incredible in both concept and execution down to the smallest detail. The amounts of cash: with the "Best in Show" Jump Truck, by State Line Auto Auction bringing the highest prize of \$102,000. The entertainment fit the audience like a glove. The generosity of the auction community, and their support to the children of auction employees took the stage and ran with it, becoming the highlight of the convention.