



**EMPOWERING REMARKETING SUPERHEROES**

PARTNERSHIP

**autoims**  
Remarketing Technology

# About the AutoIMS Industry View

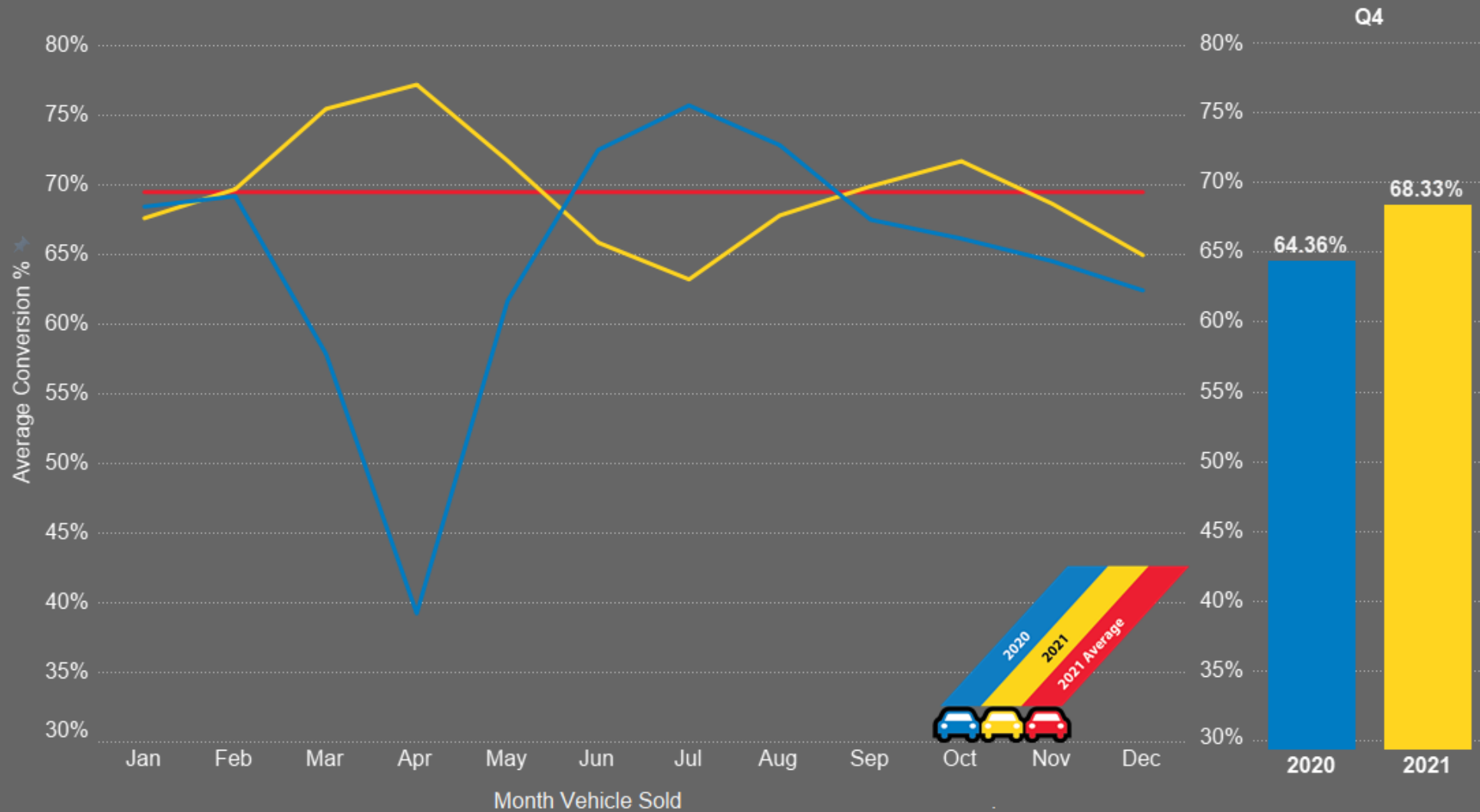
- **What**: A compendium of metrics featured in the AutoIMS Sales Scorecard that reflects the entire AutoIMS database—a vast majority of the commercial sales volume at wholesale auto auctions in North America.
- **Why**: To offer a starting point for meaningful benchmark comparisons, adding further value to the AutoIMS Sales Scorecard.
- **How**: The AutoIMS Analytics team taps our database and uses advanced visualization tools to produce a useful readout for the current period and comparisons to previous years.
- **Who**: To be shared with AutoIMS clients, industry partners, and press.
- **When**: Published quarterly.

SKIP INTRO

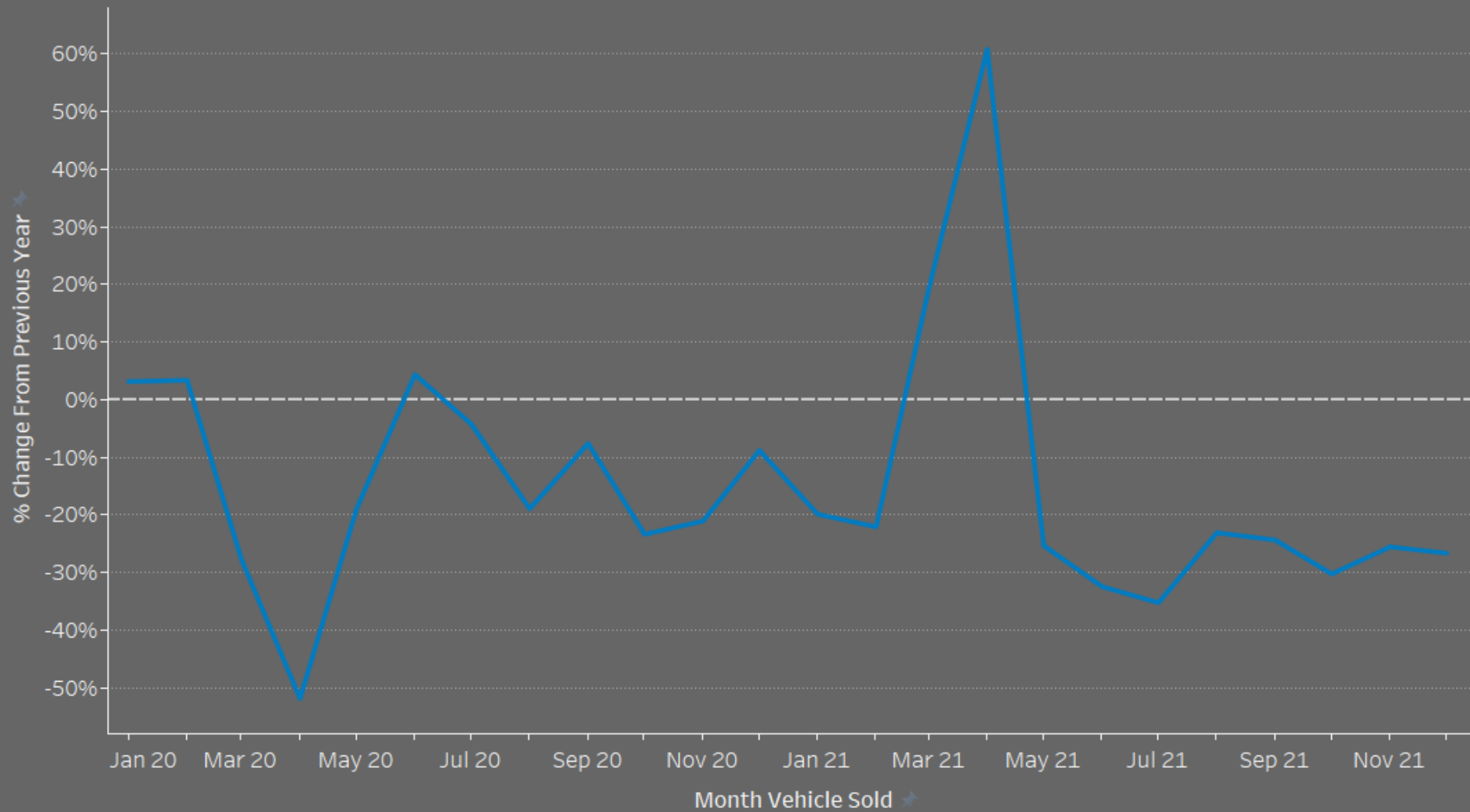


# Conversion Rate

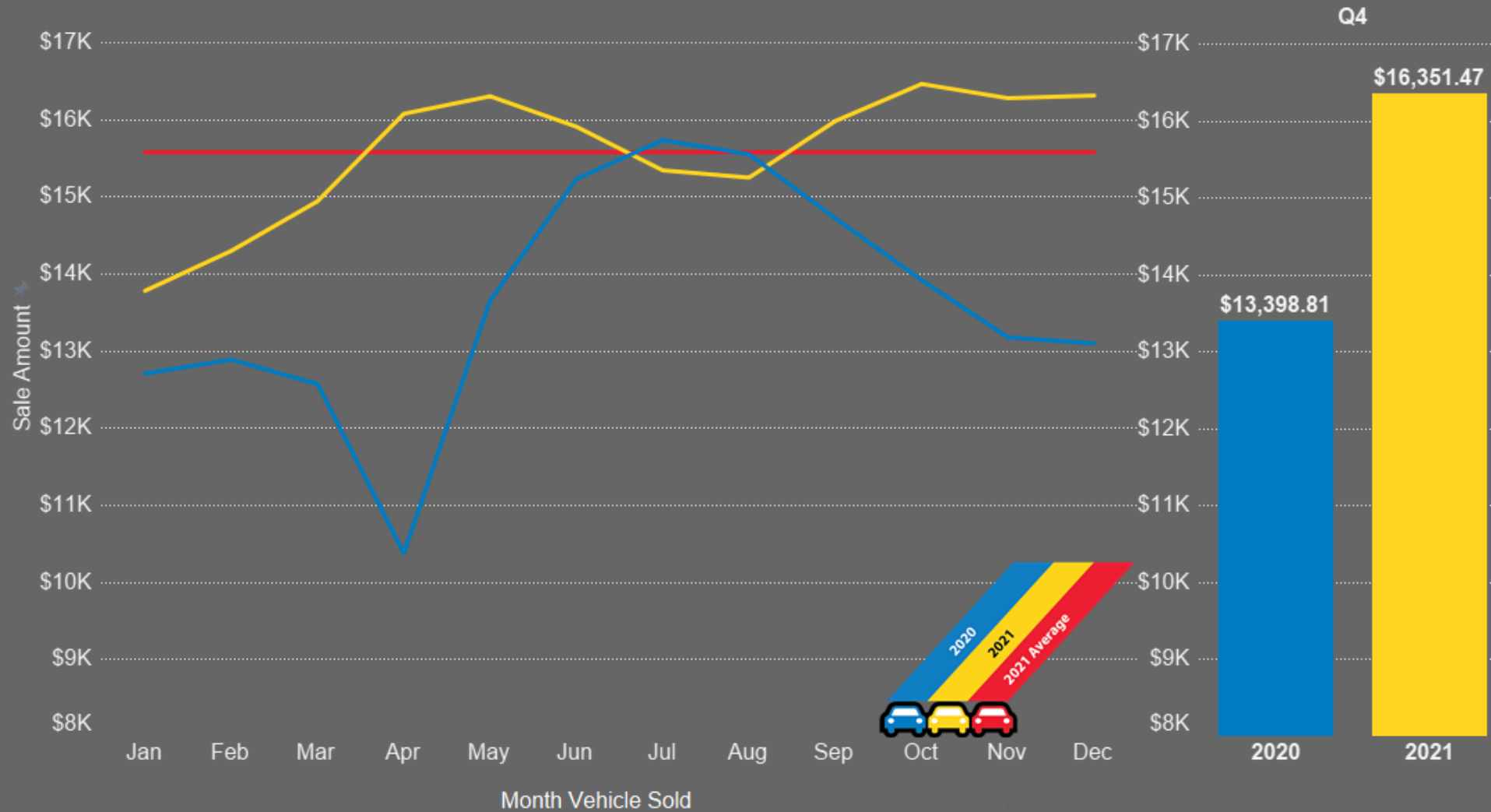
*The % of vehicles sold on a day in which they were offered*



# Vehicle Sales Volume % Change

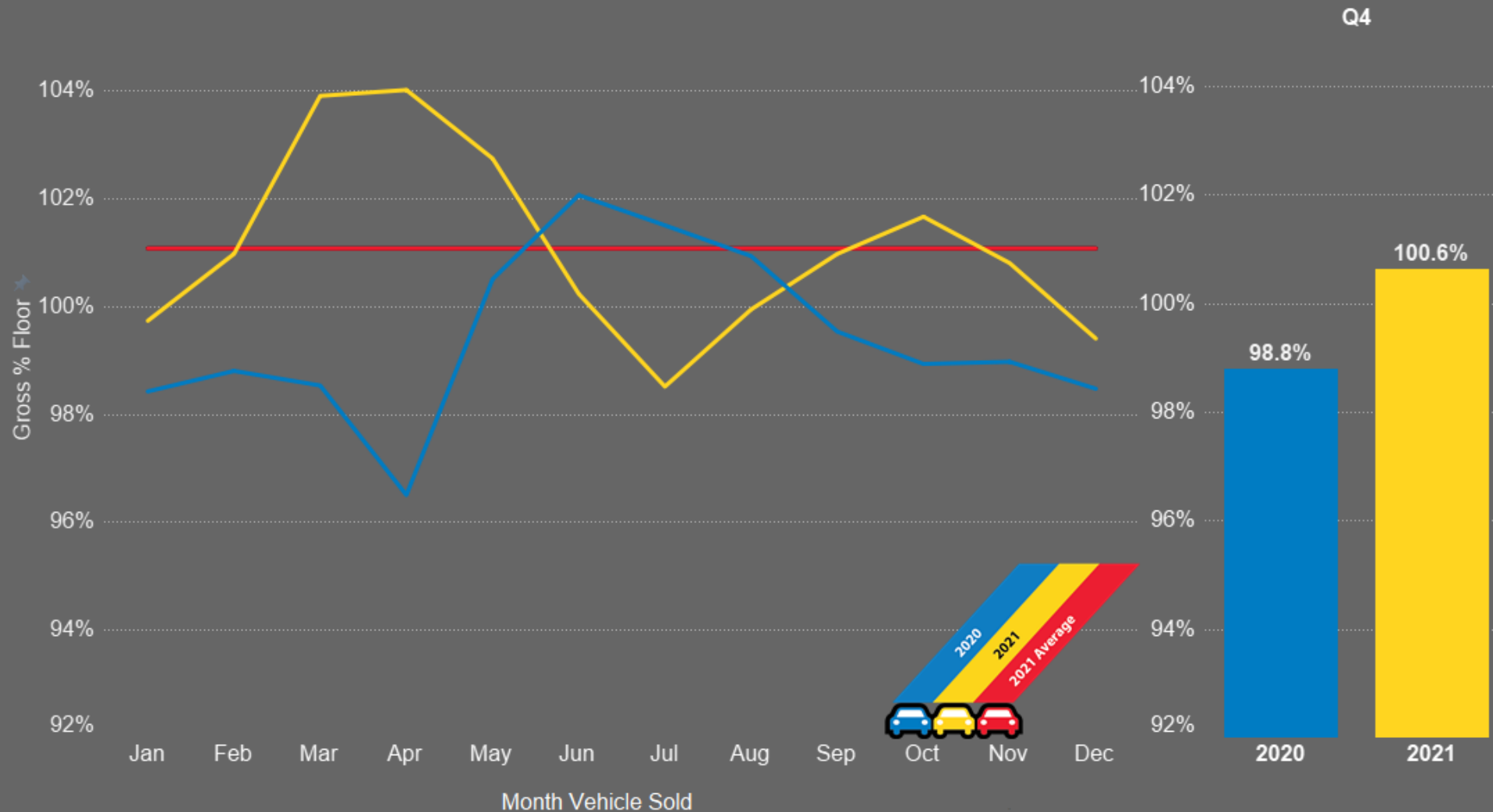


# Average Sale Price



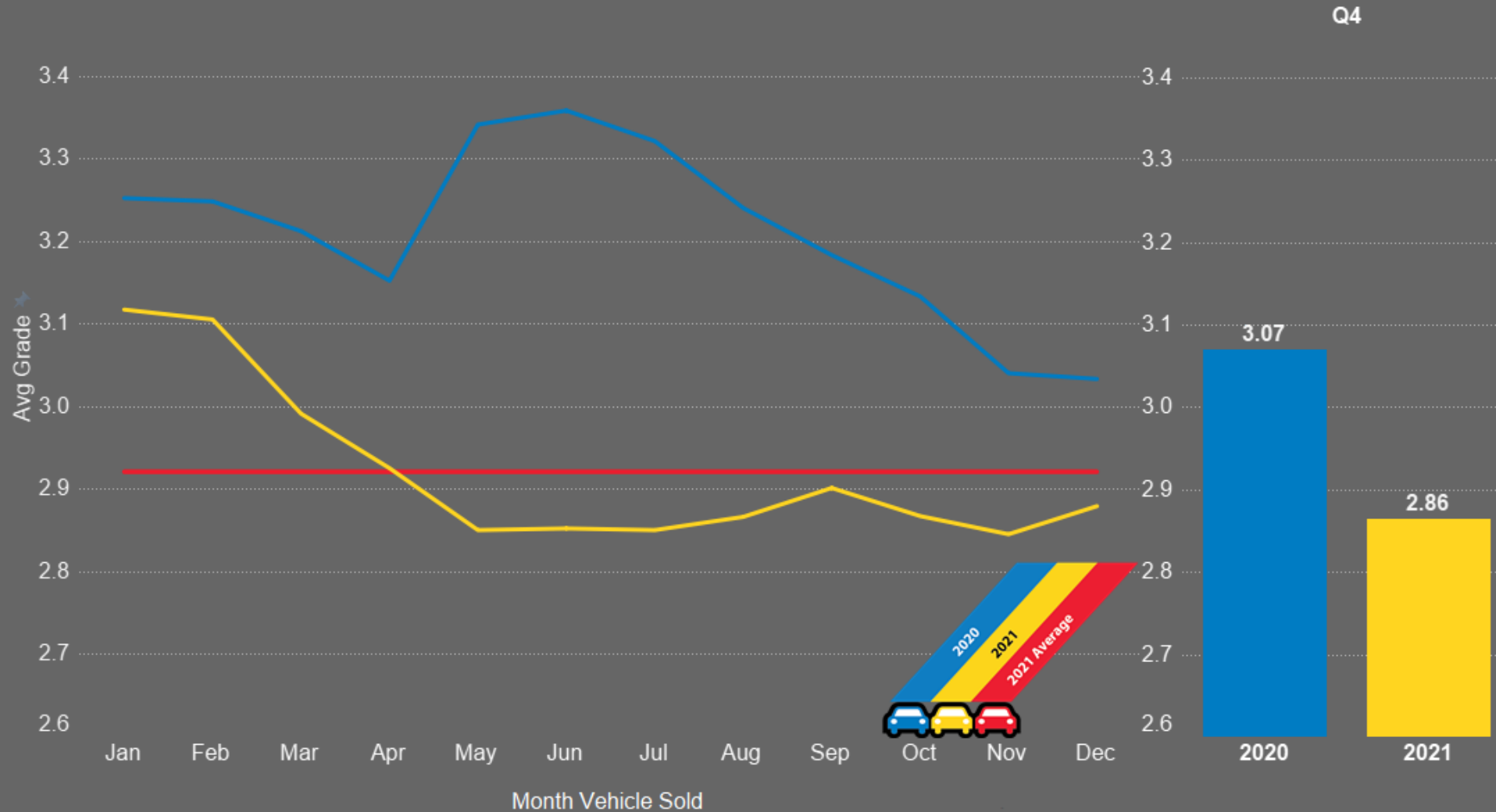
# Gross Sales Price as a % of Floor Price

*Only includes vehicles which had a Floor Price in AutoIMS*



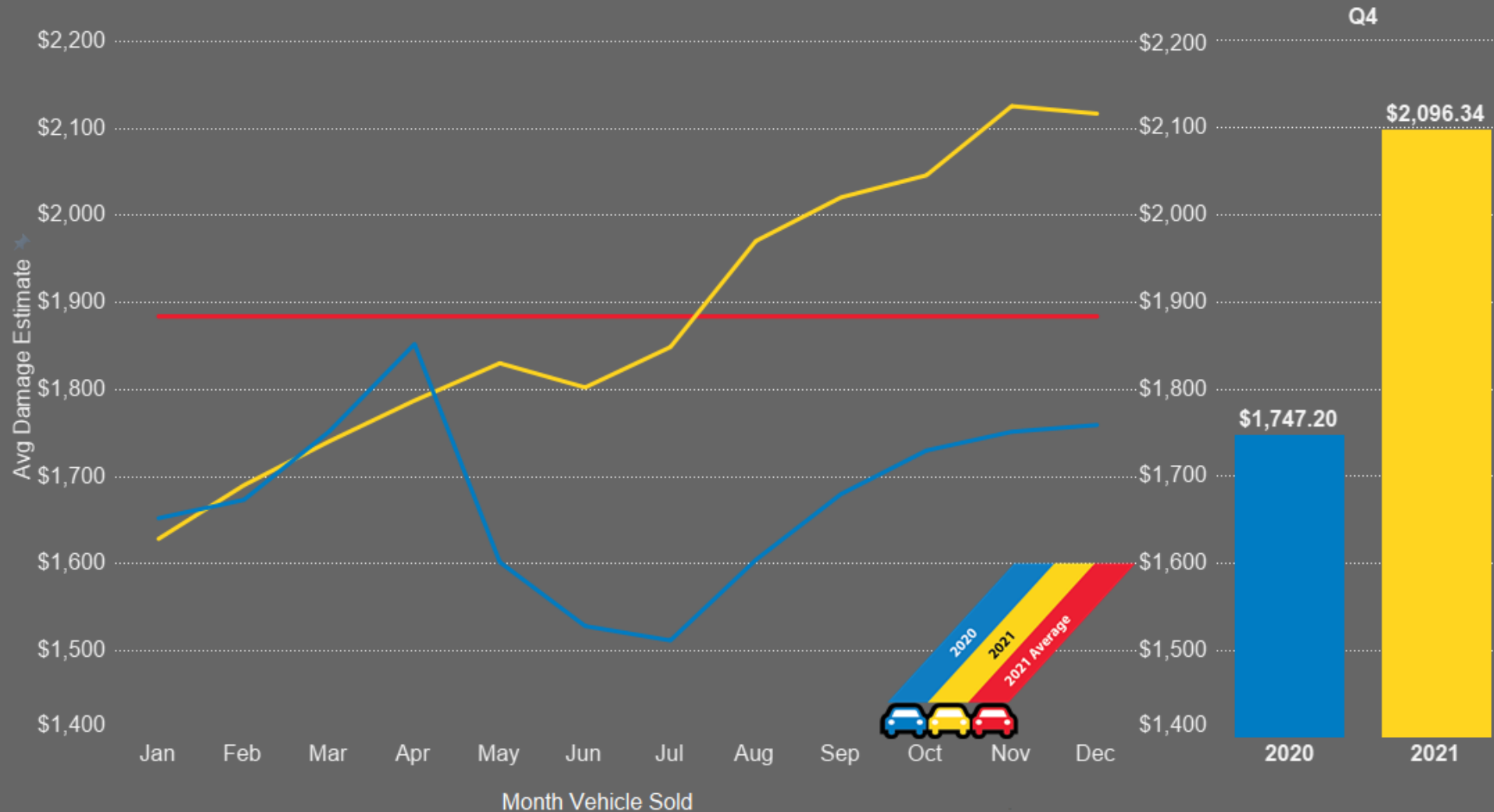
# Average Vehicle Grade

*Using the final CR grade at time of sale*

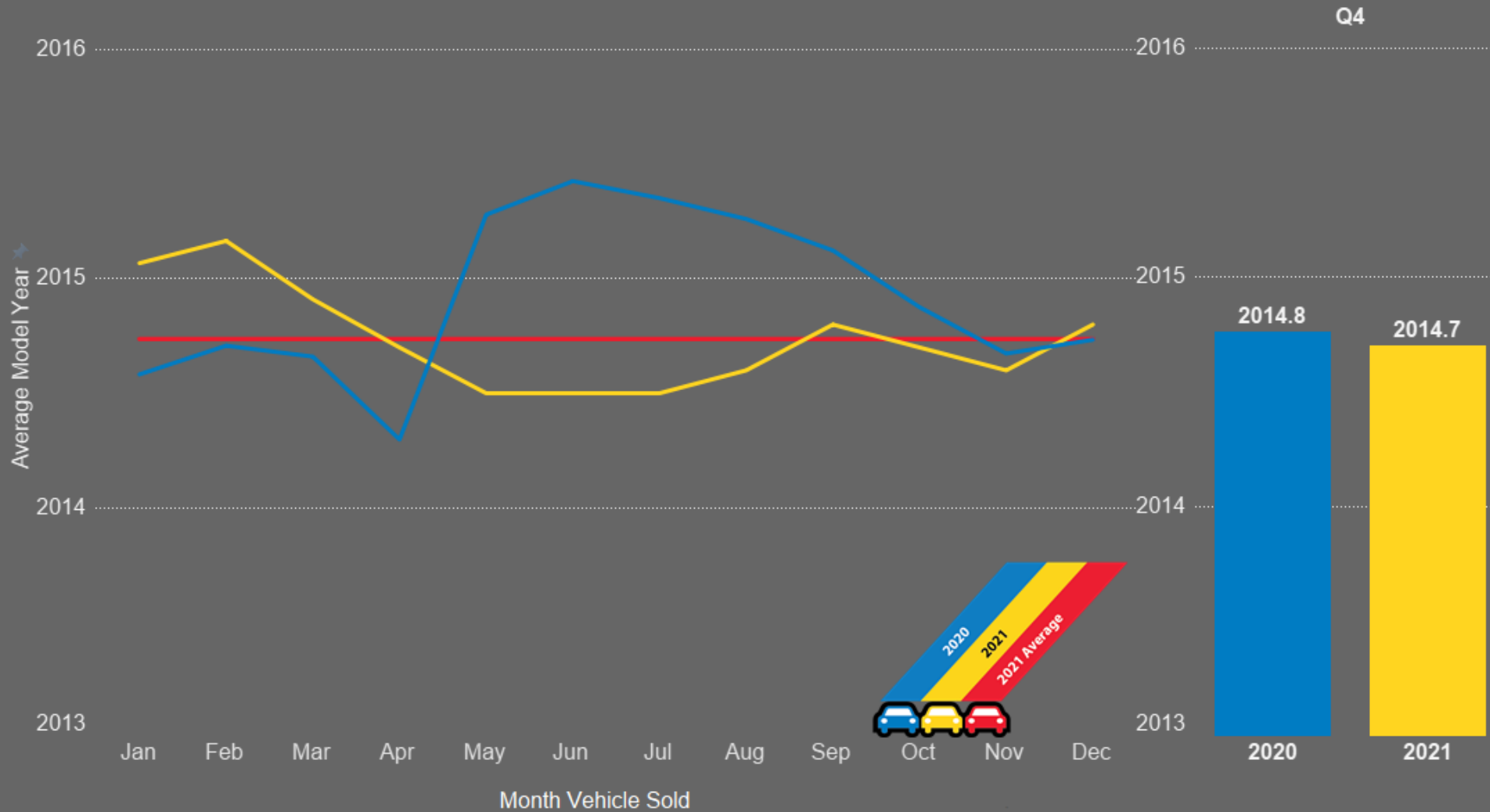


# Average Damage Estimate

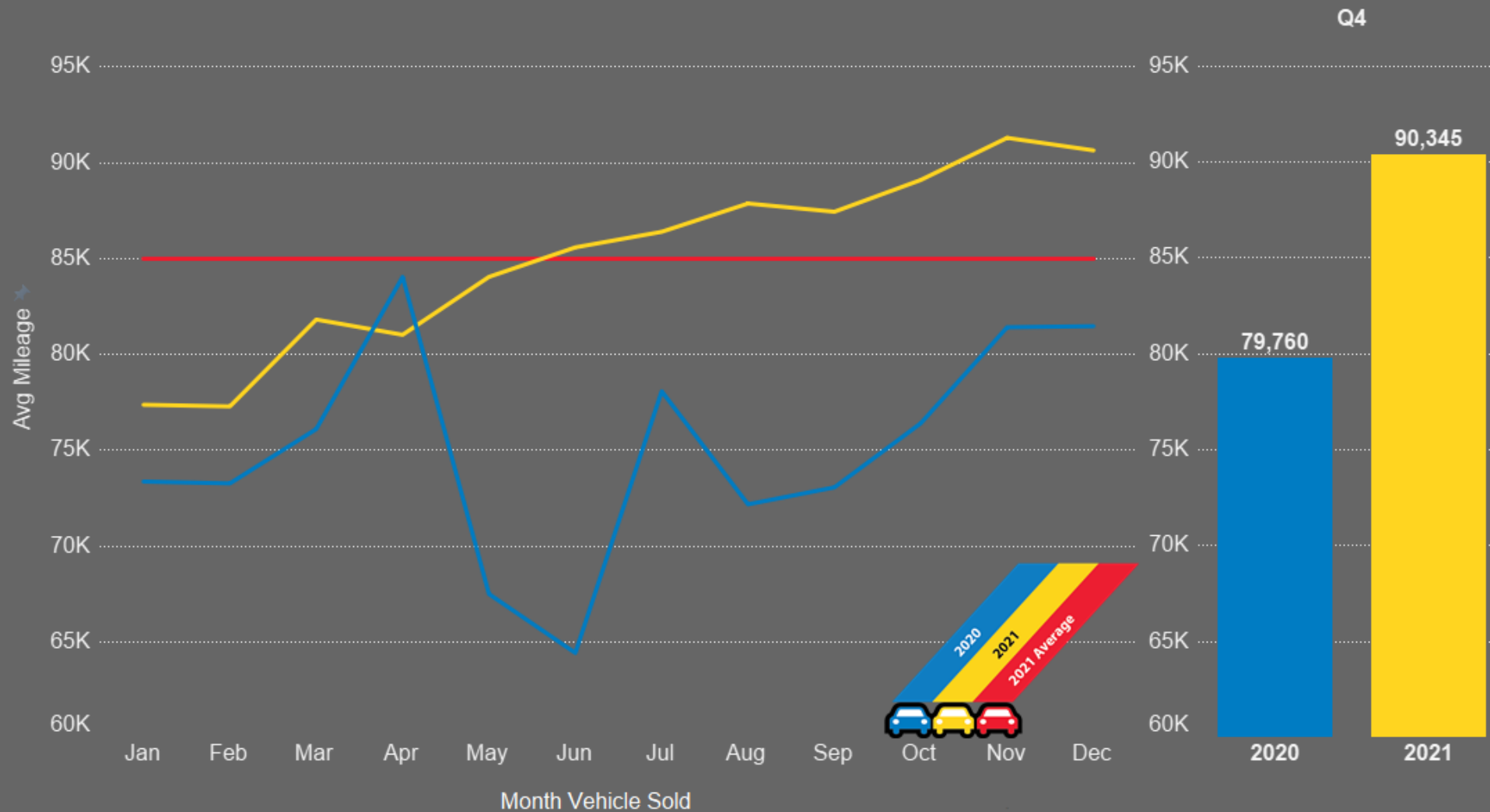
*Sourced from the final CR at time of sale*



# Average Model Year

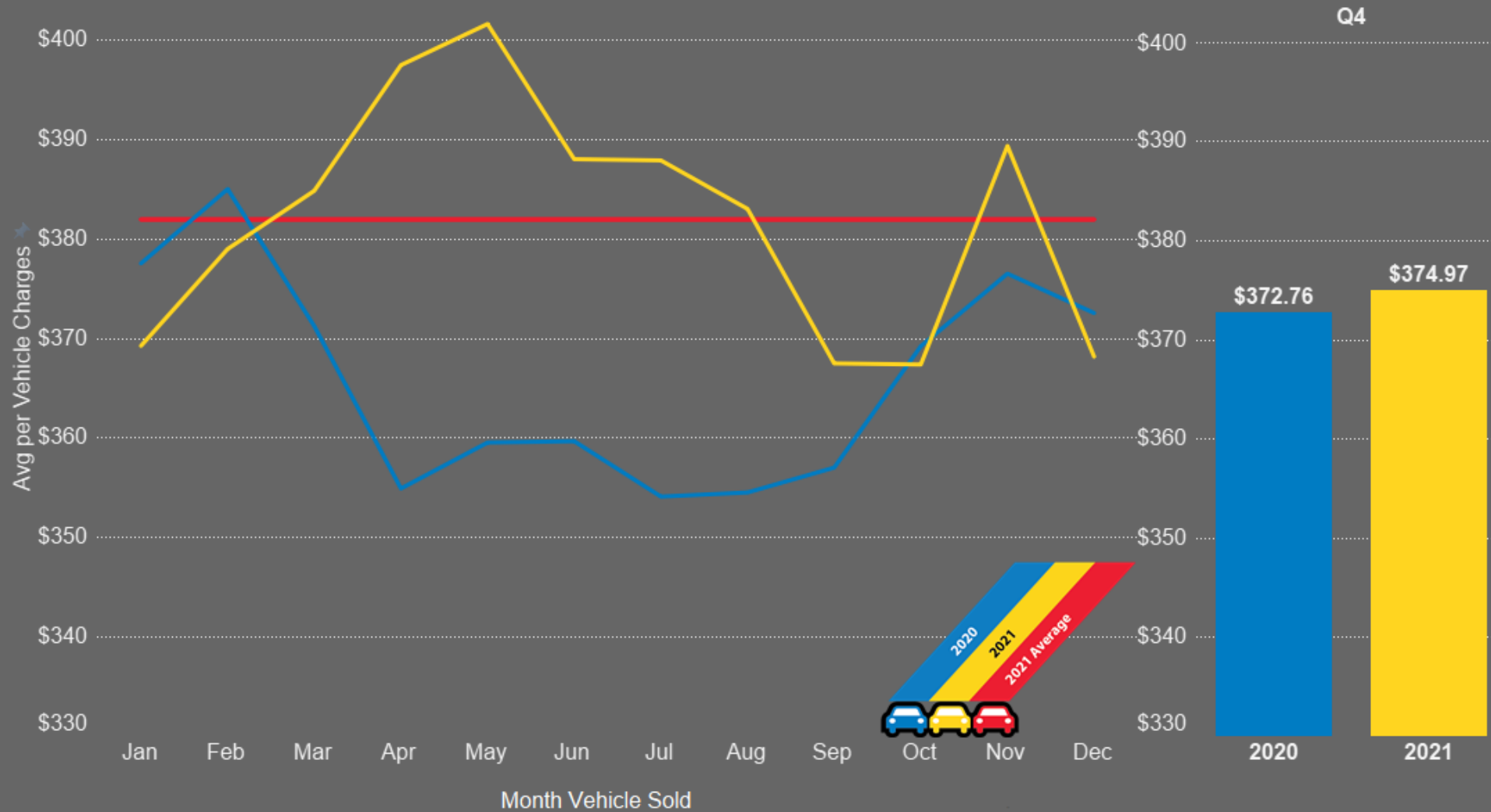


# Average Mileage



# Average Charge Total

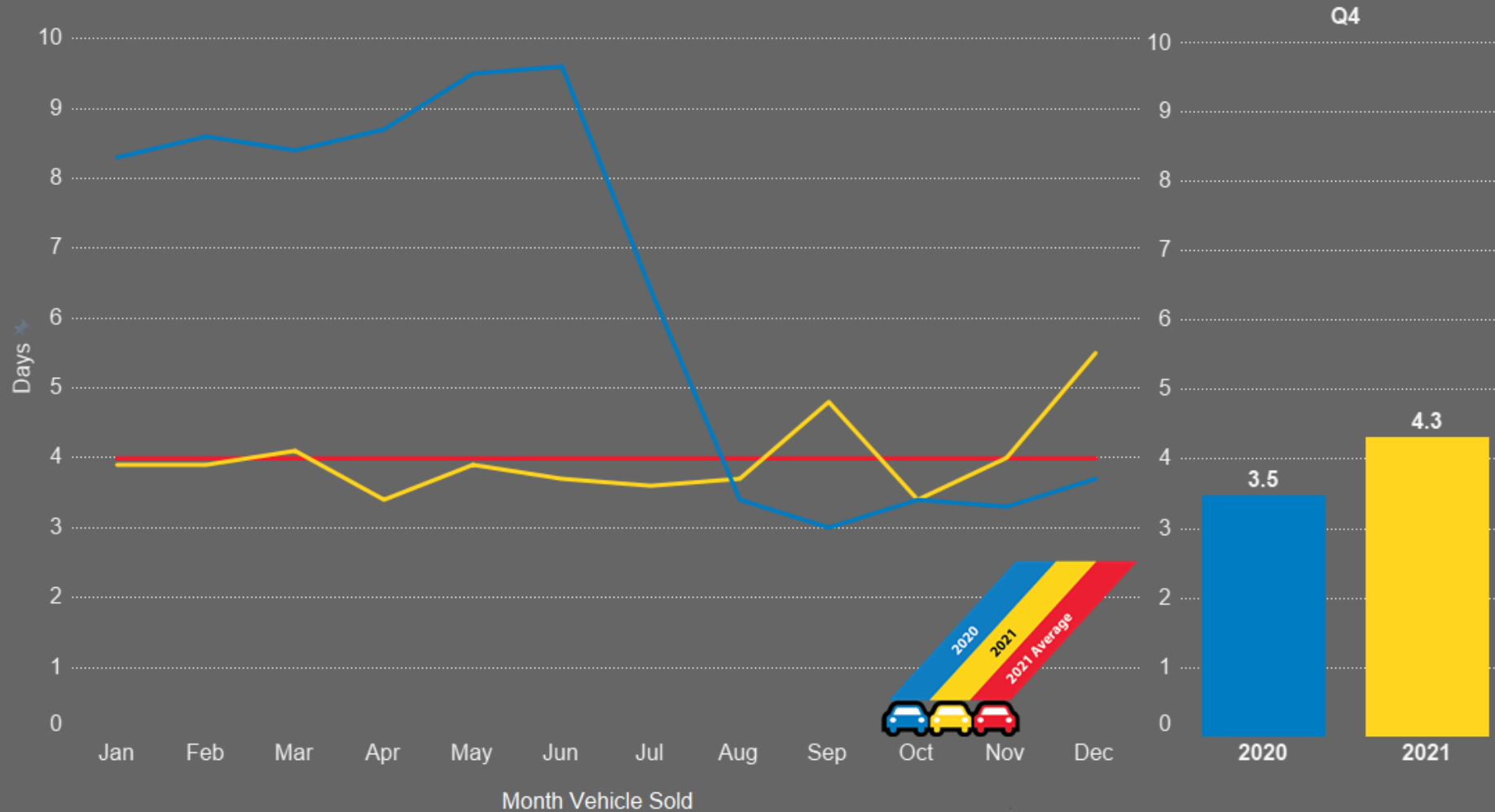
*Total auction fees typically deducted from proceeds at sale settlement*



# Average Days – Assigned to Secured

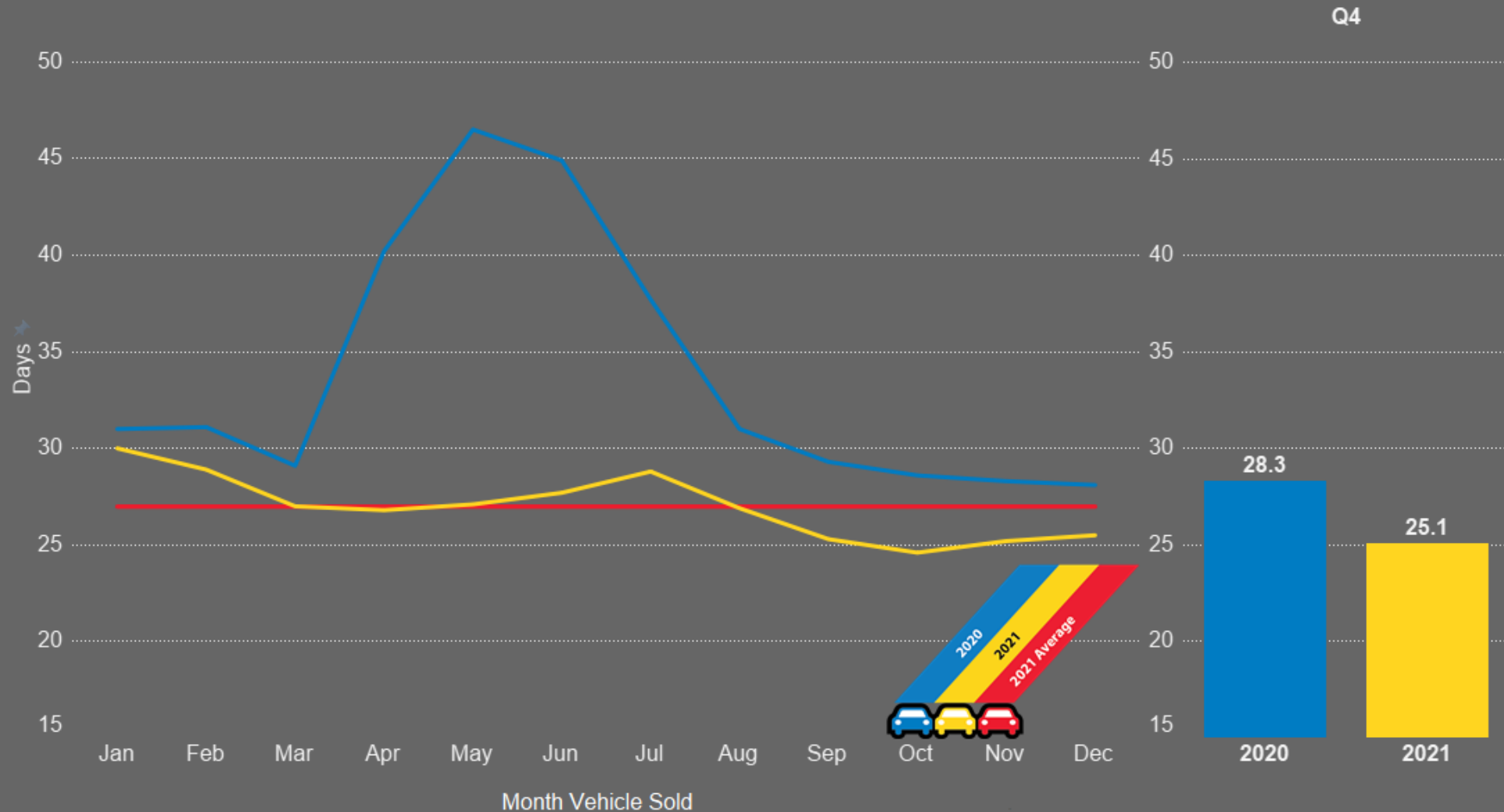
*Total timeline from auction arrival date to sale*

*Note: Only includes vehicles with a Pick Up or Drop Off assignment date*



# Average Days – Secured to Sold

*Total timeline from auction arrival to sale*



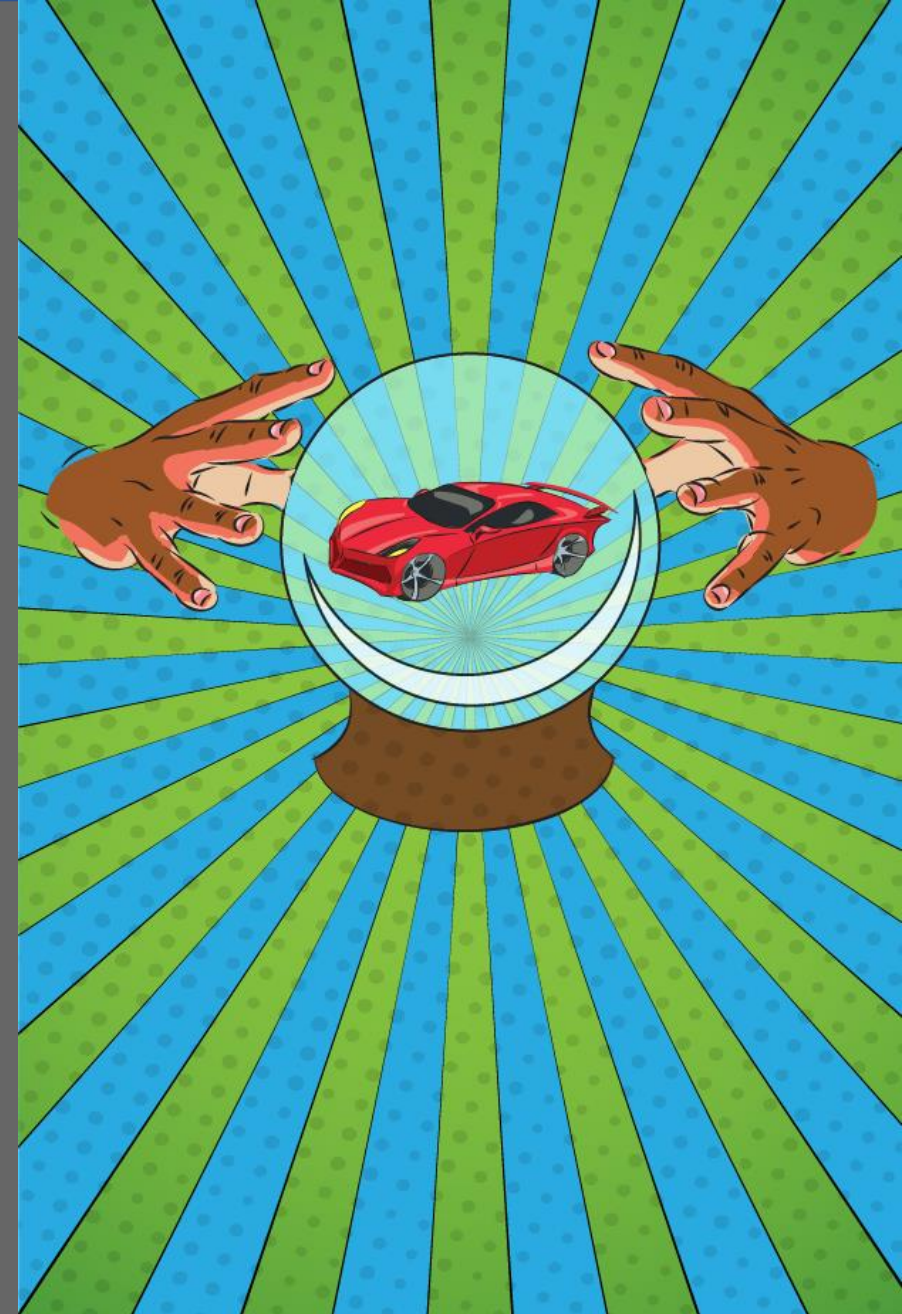
# A Full Year of Industry View

- We have now released a full year of quarterly editions of the Industry View. We hope this macro-look at commercial consignment to wholesale auctions has helped you set baselines, understand the bigger picture, and **launch new, creative approaches to remarketing**.
- The low volume trend continued through the year. Except for a glimmer of hope in April, **volumes were >20% down compared to an already-depressed 2020**.
- Supply and demand continues to depress off-lease auction sales despite record-level lease maturities. Further, the rental segment now buys more than they sell at auction.
- **Average sale price remains high** for the commercial segment, even though the vehicles are on average: lower grade, higher mileage, more damaged, and older model years.
- Floor price achievement, now a two-year roller coaster ride with no discernable pattern from 2020 to 2021, softened in Q4. Will 2022 be the year that pricing predictability returns?

# Where Will You Invest Now?

*Hint: Cover Up the Charts*

- In a recent meeting with our company's financial advisor where he offered advice on how to invest going forward, he reminded us of the importance of "covering up the charts" and thinking more about where the economy has room to run. While recent history is informative, we tend to overweight trends and historical perspective when deciding what to do next.
- Looking forward to see what will drive opportunity and risk means **asking tough questions**: What's likely next for the pandemic? When will semiconductors start flowing back to auto manufacturers? What innovations, regulations, or financial policy changes will change the playing field? How is the buyer experience evolving for dealers? When will depreciation normalize?
- As for AutoIMS, we're investing in training, upgraded technology, and additional resources focused on **driving success for our clients**. Along the way, we'll be asking some tough questions of our own. What does 2022 have in store for you?



YOU MAY BE WONDERING  
WHAT YOU CAN DO WITH  
ALL THIS FABULOUS DATA...

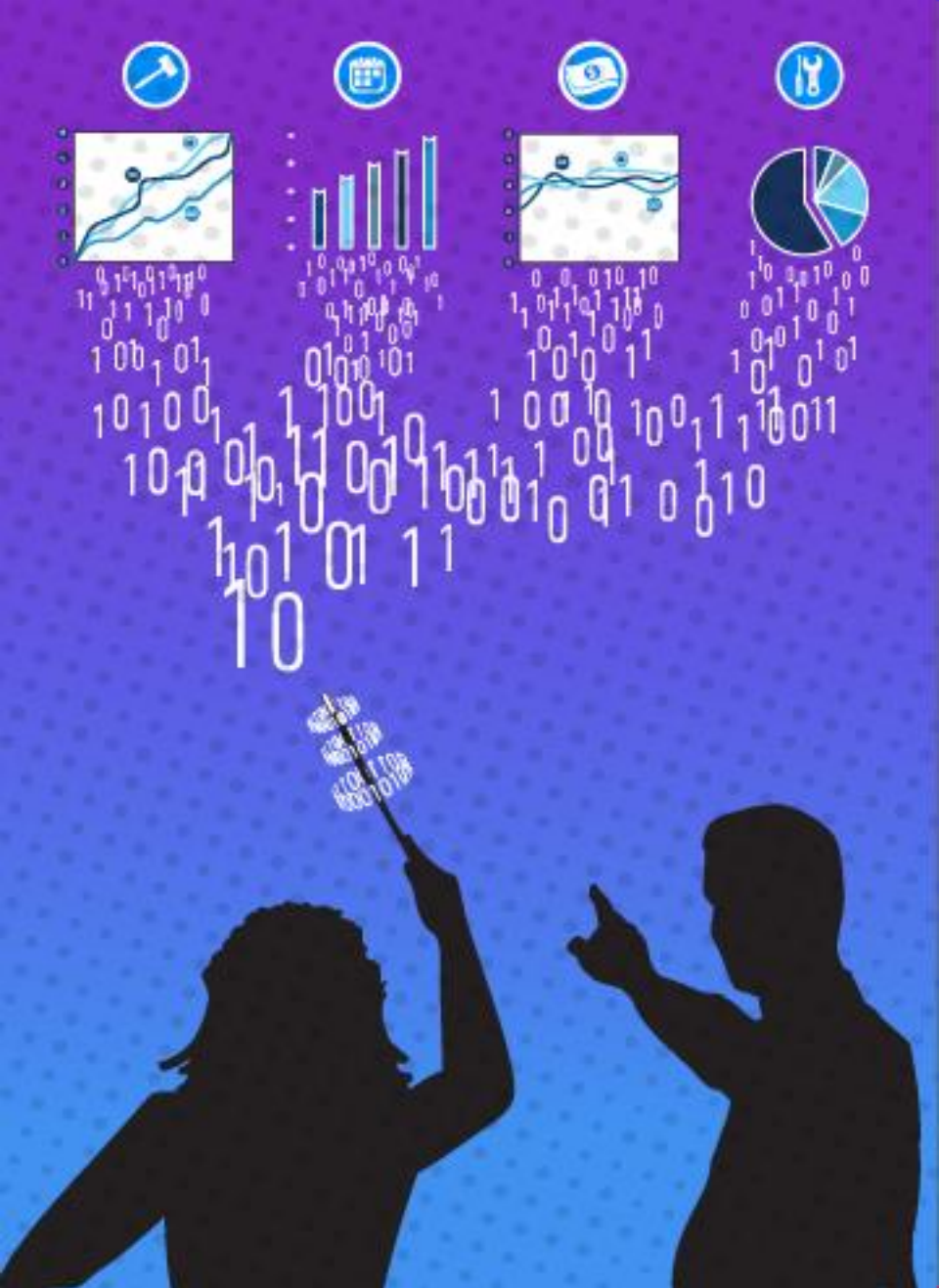


AutoIMS can help you be a  
superhero like Metrica



# Pull Your Data

- Free tools are available to get your own insights:
  - Sales Scorecard
  - LiveAnalytics
  - LiveReports
  - ...and more



# Put Your Data to Work

AutoIMS Solutions & Support Teams are standing by to help you solve pressing issues, brainstorm new ideas, and guide you through these tools:

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