



***For Immediate Release***

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**INSURANCE AUTO AUCTIONS ADDS MANDARIN CHINESE LANGUAGE INTERFACE**  
*Marking the Sixth Language Offering to Its Global Customer Base*

WESTCHESTER, Ill., March 4, 2010 — Insurance Auto Auctions, Inc. the leading hybrid model salvage auto auction company, has begun supporting a sixth language on its Web site – Mandarin Chinese. In addition, IAA also provides English, French, Polish, Russian, and Spanish language interface options. An estimated 30 plus percent of IAA's vehicles are sold to foreign buyers, which further strengthens its hybrid auction model, offering healthy competition and escalating returns.

“Nearly one billion people speak Mandarin Chinese, making it one of the most widely-spoken languages in the world. We are delighted to offer this emerging client base the opportunity to experience IAA's live-online auctions,” said Tom O'Brien, CEO. “No matter what language our clients may speak, there remains a solid demand overseas for U.S. salvage vehicles. We understand their desire for a user-friendly bidding and buying platform and will continue to focus on providing an ever-growing global client base with great on-line experiences.” O'Brien stated.

For the past 28 years, Insurance Auto Auctions has continued to develop and cultivate a mature and global customer base. Now customers have access to six languages that will expand bidding and buying options on a global scale. Today, more than 12 percent of customers choose a language other than English when they log in to IAAI.com. The team at IAA believes this percentage will continue to increase as they anticipate the needs of their international clients.

## **About Insurance Auto Auctions, Inc.**

Insurance Auto Auctions, Inc. provides the advantage in salvage auto auctions with their Hybrid Auction Model combining live and live-online auctions, North America's broadest salvage auction facility footprint, a strong global buyer base and high vehicle returns. IAA's more than 150 corporate owned facilities across the United States and Canada provide vehicle suppliers and buyers with powerful solutions to process and acquire total-loss, recovered-theft, fleet lease, donation and rental vehicles. The IAA Hybrid Auction Model, including live, live-online, and proxy bidding, united with their mature global buyer base and diverse inventory produce some of the industry's highest returns for vehicle providers. With 28 years in the industry, IAA holds the most comprehensive warehouse of salvage auction data. For more information regarding IAA visit our website at [www.iaai.com](http://www.iaai.com).

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