



**DRIVING VEHICLE DONATIONS.**

**“ I make a difference to her.”**



**A national campaign to turn  
donated vehicles into dollars**

**One Car One Difference®** is a vehicle donation campaign presented by Insurance Auto Auctions (IAA). IAA provides \$14 million in annual funding to charities by assisting in the processing of donated vehicles. We consistently provide our charity clients exceptional returns for vehicle donations – up to 80 percent for each donated unit.



## Funding for Your Organization

The One Car One Difference program is a national campaign to increase vehicle donations to charities marketed directly to the public. We work with vehicle donors, taking care of all donation details from beginning to end. One Car One Difference provides vehicle donors with a sales receipt and all documentation required to file for a tax deduction, your organization with additional vehicle donation revenue and furthers your charitable mission.

## IAA Hybrid Auction Model

Donated vehicles are auctioned to IAA's mature, global buyer base using the IAA Auction Model, which combines live and live-online bidding. While live auctions take place, online buyers join in the bidding through our online live portal, I-Bid Live<sup>SM</sup>, generating a healthy, competitive auction environment. This bidding platform offers choice and flexibility, making it easy for more buyers to participate and generating high returns for donated vehicles.



*"Vehicles are a viable way for individuals to donate to organizations when cash may not be an option. The entire One Car One Difference family is dedicated to giving back and joining forces with the organizations that do the important work of serving our communities."*

**– Jeanene O'Brien**  
Vice President, Global Marketing

## Participation Benefits

The goal of One Car One Difference is to increase vehicle donations as a source of funding for charities and non-profits. Every charity partner receives complete vehicle donation services, including:

- A user-friendly vehicle donation website
- A national call center that manages all communications with donors
- Coordination and management of vehicle transportation from the donor to the auction
- Sales receipt and all documentation required to file for a tax deduction
- Comprehensive management reporting to assist you in monitoring donation activity and projecting cash flow to your organization

Participation in the One Car One Difference program includes an aggressive advertising and marketing campaign designed to reach the widest audience possible. Your organization's identity will be visible on program materials and at national and local events.

One Car One Difference actively seeks to increase charitable vehicle donations.

## Environmental Responsibility

The One Car One Difference business model is rooted in recycling – turning unwanted vehicles into cash for charities and non-profits. Annually, IAA helps:

- Generate enough recycled steel to manufacture 13 million new vehicles
- Save 50 football fields' worth of landfill space
- Save the steel industry enough energy to power 18 million households

IAA's commitment to the environment also includes a continual search for new ways to increase sustainability and reduce our carbon footprint.

## IAA: Experienced in Generating Vehicle Donation Revenue

**One Car One Difference is presented by the IAA Donation Division – one of the nation's leading and most respected vehicle donation programs.**

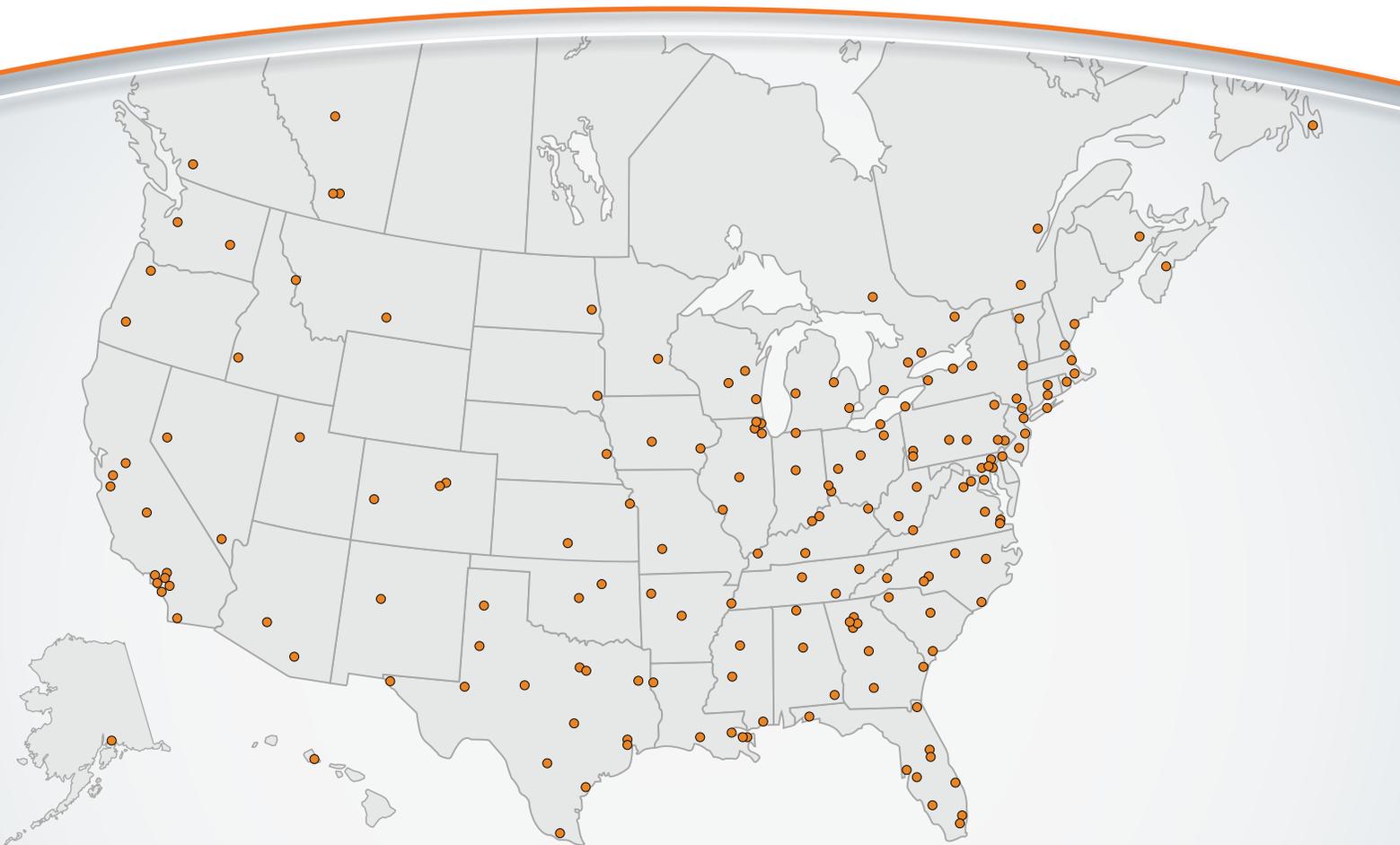
**All types of vehicle donations are accepted, including:**

- Cars and light trucks
- Semi-trucks and trailers
- Motorcycles and scooters
- Buses and RVs
- Boats and personal watercraft
- Agriculture equipment
- Construction equipment



## About Insurance Auto Auctions

Insurance Auto Auctions, Inc. (IAA) is the leading live and live-online salvage vehicle auction company and a business unit of KAR Auction Services (NYSE: KAR). With the largest footprint in North America with over 170 auction facilities, IAA provides registered buyers from more than 110 countries the opportunity to bid on and purchase vehicles from a comprehensive group of sellers, including insurance companies, fleet and rental companies, financing companies charitable organizations and the general public. Through its weekly auctions, IAA has sold millions of vehicles, offering towing, financing and titling services. IAA leverages its business model to assist charitable organizations in the U.S. through its One Car One Difference® program. To date IAA has provided millions of dollars in additional funding to charities by assisting in the processing of donated vehicles. Learn more about the program by visiting [1car1difference.com](http://1car1difference.com). With a talented team of more than 2,200 employees, IAA is committed to technological innovation and providing its customers the highest level of service in the salvage auto industry. To learn more, visit [IAA-Auctions.com](http://IAA-Auctions.com), and follow IAA on [Facebook](#), [Twitter](#) and [LinkedIn](#).



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Join us as we make a difference.  
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