



LIQUIDMOTORS

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Leveraging the Numerous Upstream Platforms

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Agenda



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- Current Marketplaces
- Developing a Digital Strategy
- Consignor Segments
- Condition Reports
- Wrap Up

Current On Line Marketplaces



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Sub \$2K

\$2K - \$15K

\$15K+

Private Label

Current On-Line Marketplaces



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- The "Big 3":
 - Adesa OpenLane/DealerBlock
 - Manheim OVE
 - Smart Auction
- But the space continues to expand:
 - ACV
 - IAA
 - Copart
 - Backlot/Trade Rev / Car Wave
 - E Block
 - Auction Simplified
 - Auction Edge Pipeline
 - Advance Remarketing

Developing a Digital Strategy



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- Determine your Needs/Logistics/Inventory
- Establish Effective Intervals for Digital
 - Upstream
 - Closed Sales
 - Preferred Buyer Sales
 - Open Sales
 - Post Card Sale
 - A Quality Condition Report is a MUST
 - Midstream
 - Post while in transit – technology evolving
 - Downstream
 - Posting at arrival to auction location
 - Posting a “no sale” after it runs “in lane”

Consignor Segments



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Remarketing Market Segmentation

Commercial Consignors

Upstream

Midstream

Downstream

Wholesale Dealer

Wholesale

Retail Dealer

Trade-Ins

Retail Units

Consignor Segments



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- Commercial Consignor Segments
 - Bank Lease
 - at dealership, marshalling yard or auction
 - Bank Repo
 - Remote Sales or at Auction pre and post lane
 - Fleet
 - Employee Purchase Platform or Multi Platform
 - Rental Car
 - From Rental Lot Location, marshalling yard, auction

Changing Roll of the CR



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- Condition Reports
 - 360 Spins
 - ROI or competitive response
 - Videos
 - Provide better transparency, reduce arbitrations
 - ROI or competitive response
 - OBDII Scans
 - Provide better transparency, reduce arbitrations
 - Can be used to identify vehicle sabotage
 - Reconditioning opportunities will be found
 - Bluetooth Paint Meters
 - Provide better transparency, reduce arbitrations
 - Reconditioning opportunities will be found
 - Artificial Intelligence (AI) Damage Detection
 - Reduce time to complete condition report
 - Improve consistency

Wrapping it all up



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- In the new On-Line Age
 - Develop a digital strategy for your firm
 - Leverage as many platforms as possible
 - Embrace new technologies
 - Produce an accurate CR
- The Challenge – not falling behind
 - Famous Quote – Wayne Gretzky
 - “I Skate to were the puck is going to be”
 - “You miss 100% of the shots you don’t take”