

Press kit

Learn more about
OPENLANE Europe




OPENLANE

This Press kit contains information and resources to make it easy to learn more about OPENLANE Europe. The information included in this document is free to use within the boundaries of copyright and trademark protection.

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Facts sheet

Founded in

2004

First auction

December 2004

with Alphabet



Key figures 2023

+75.000

Vehicles monthly online

90.000

Sold vehicles

+25.500

Active bidders

+120.000

Registered car dealers

4.000

Business partners

Headquarters

Grijpenlaan 19A

3300 Tienen

Belgium



Shareholder

OPENLANE, Inc.



More than
6.900.000
auctions
since 2004

Customers in +50 countries

Top 5:
(in alphabetical order)

- **Bulgaria**
- **Germany**
- **Portugal**
- **Romania**
- **Slovakia**



Branches



France

104, Avenue Albert 1er
92500 Rueil-Malmaison

Germany

Gewerbepark 2
92289 Ursensollen

Italy

Via dei Missaglia 97 Ed. B2
20142 Milano

Spain

C/Huelva 3 Dpl.
28002 Madrid

The Netherlands

Lange Dreef 11/M
4131 NJ Vianen

The United Kingdom

Sandpiper Court
CH4 9QZ Chester

Employees

+250



Company background

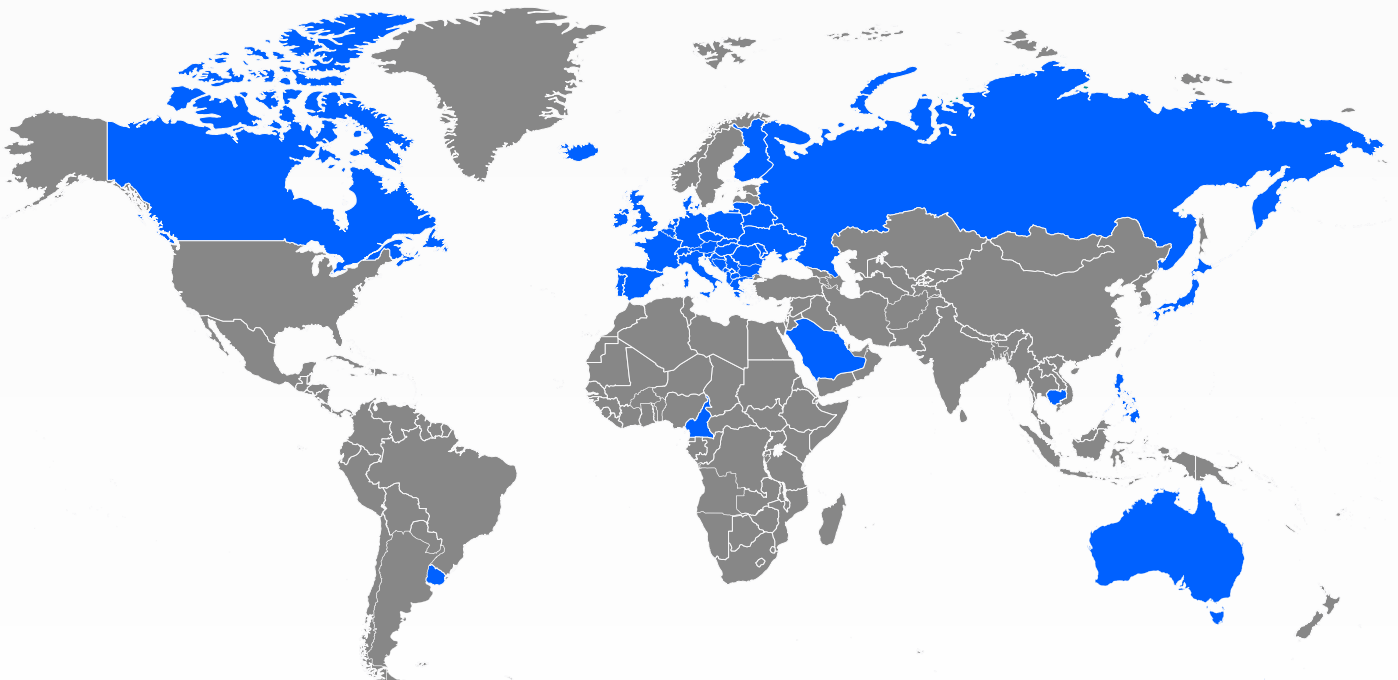
OPENLANE Europe is a business unit of global vehicle remarketing and technology solutions provider OPENLANE (NYSE: KAR), parent of multiple brands, headquartered in Carmel, Indiana. OPENLANE's global footprint spans operating locations across North America, Europe, the Philippines and Uruguay.

OPENLANE, Inc.'s common stock is publicly traded on the New York Stock Exchange (NYSE: KAR), so the company has an extremely broad shareholder base. Additional information can be found on the investor relations page at corporate.openlane.com

OPENLANE Europe seamlessly connects OEMs, Fleet owners, wholesalers, and dealers with buyers in more than 50 countries across Europe. Its robust online car marketplace reduces risk, improves transparency and streamlines transactions.

Headquartered in Belgium, **OPENLANE Europe** has sales operations in Belgium, France, Germany, Italy, the Netherlands, Spain, and the United Kingdom.

For more information, visit openlane.eu or openlane.co.uk



Milestones

-
- 1995 Greenhous Remarketing Services (GRS) is formed in the UK.
 - 2004 COTW (CarsOnTheWeb) is founded in Belgium.
 - 2006 COTW Germany established.
 - 2007 COTW France and COTW Italy established.
GRS awarded the UK contract for Vauxhall Remarketing services.
 - 2009 New EU headquarters at Grippenlaan in Tienen.
 - 2010 ING Activator Fund and Ark Angels Fun invest in COTW.
 - 2013 COTW Netherlands established.
GRS awarded the UK contract for FCA Remarketing services.
 - 2015 First vehicles from the Balkan region and Poland offered for sale.
 - 2016 Vortex Capital Partners and ABN AMRO Participaties invest in COTW.
 - 2017 **OPENLANE (then KAR) acquires GRS Remarketing and rebrands as ADESA UK.**
 - 2018 COTW acquire German car trade network GWLISTE.DE.
 - 2019 **OPENLANE (then KAR) acquires COTW and rebrands as ADESA EU.**
 - 2022 A single Pan-European Marketplace, including the UK, ADESA.EU is launched.
ADESA UK Commence Defleet Services for PCD.
 - 2023 ADESA UK begin Closed and Open Market sales for Leasys.
ADESA Europe becomes OPENLANE Europe.

Management team

OPENLANE Europe

- **Grainne van Berkum**
President OPENLANE Europe
- **Peter Suy**
CFO
- **Ilse Vermeersch**
HR Director Europe
- **Gino Vleminckx**
Customer Success Director Europe
- **Lars Agten**
Customer Fulfilment Director Europe
- **Anouck Decock**
ICT Director Europe
- **Jonathan Holland**
Managing Director - UK / BizDev

Our strategic framework

Highlights of our growth strategy

- Serve our customers better through self-service modules and new technologies.
- Increase commercial focus by extended field sales in several markets.
- Develop new products which allow to address new customer types, markets and segments.
- Optimize the value chain by capitalizing on data insights.

Mission statement

OPENLANE makes used car wholesale easy so customers can be more successful.

Vision statement

OPENLANE's vision is to build the world's greatest digital marketplaces for used vehicles.

Brand promise

Used car wholesale made easy

Our values

Culture and behaviour



Driven Waybuilders

We pursue challenges that inspire us to build, create and innovate.



Relentless Curiosity

We seek to understand and improve our customers' experience.



Smart Risk-Taking

We transform risk into progress through data, experience and intuition.



Fearless Ownership

We deliver what we promise and learn along the way.

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Logos

OPENLANE
Used car wholesale made easy

 Download

OPENLANE
Used car wholesale made easy

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OPENLANE
Used car wholesale made easy

 Download

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Press contacts

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Branding & Communication Coordinator