

WELCOME TO DAA NORTHWEST

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N O R T H W E S T

COUNTLESS CARS. INDIVIDUAL SATISFACTION.



NORTHWEST  
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**Established:** 1992

**Location:** Spokane, Washington

**Nearest Airport:** Spokane International (GEG), one mile from DAA Northwest. The airport is served by several major airlines including Alaska, Delta, Horizon, Northwest, Southwest, United/United Express and US Airways

**Primary Market:** Washington, Oregon, Idaho, Montana, Utah, Nevada, Colorado, Northern California, Alaska, and western Canada

**Sale Day:**

**Vehicle auctions:** Thursdays at 9:00 a.m.

Monthly two-day promotional event sales on Wednesdays at 2:00 p.m. and Thursdays at 9:00 a.m., unless otherwise noted.

**Heavy Metal / Mechanically challenged units:** bi-weekly at 11:00 a.m. as scheduled

**MotorSports Auctions:** monthly at 11:00 a.m. as scheduled

**RV Auctions:** monthly at 11:00 a.m. as scheduled

**Facilities:** 90 acres (45 developed) - 25,000 square-foot auction and administration area, eleven sale lanes (8 enclosed plus 3 additional covered), full service restaurant, 11,900 square-foot motorsports pavillion, 23,600 square-foot, automated detail shop, 24,000 square-foot auto body and paint center, 6,000 square-foot mechanical repair and certification facility, on-site test track, and a 4,000-space consignment parking lot. The entire facility is fenced and secured 24 hours a day, 7 days a week

**Sales Volume:** 1,100 – 1,500 vehicles at our weekly auctions, and up to 4,000 at special event sales

**Transportation:** Unlimited drive-away service contracted with ASI, auto transport contracted through regional transport companies

**IT Platform:** Windows XP



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### **Bob McConkey**

DAA Northwest's president, Bob McConkey, has more than 25 years of auto auction experience. He came through the ranks at South Seattle Auto Auction as fleet/lease manager, reconditioning manager, sales manager and general manager.

South Seattle, which was founded by Bob McConkey, Sr., was the first auto auction acquired by GE Capital in 1985. At that time, GE retained Bob Jr. to run Southern California Auto Auction. Under his direction, that auction doubled in size in only three years. In 1988, it became the world's largest auto auction.

In 1992, Bob founded DAA Northwest with Greg Mahugh.

### **Greg Mahugh**

Greg Mahugh, DAA's senior vice president and general manager, began at South Seattle Auto Auction in 1978 and served as Operations Manager from 1980 until 1986. He became the auction's general manager under GE, and later, after it had been acquired by Manheim. Greg is active in the National Auto Auction Association.

Both Bob and Greg are auctioneers.

### **DAA Northwest's Management Team**

Bob McConkey, *President*

Greg Mahugh, *Senior Vice President and General Manager*

Bruce Wanker, *Sales Manager*

Mike Mikkelsen, *National Accounts Manager*

Steve Doyle, *Dealer Sales Manager*

Lori Pidgeon, *eCommerce Development Manager*

Len Roll, *Reconditioning Manager*

Jerome Rauen, *Controller*

Kelly Lee, *Operations Manager*

Mitzi VanVoorhis, *Marketing Manager*

Debra McCormick, *Human Resources Manager*

Jennifer Gummere, *Office Manager*

Mike Paulson, *MotorSports & RV Auctions Manager*

Aaron Waggoner, *Information Systems Manager*

Joe Metzger, *Check-In/Security Manager*

Kevin Budworth, *Lot Operations Manager*



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MAJOR INSTITUTIONAL ACCOUNTS

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Alamo/Enterprise/National Cars  
American Suzuki  
AmeriCredit  
ARI  
Associate Fleet Remarketing  
Avis Budget Group  
Bank of America  
CitiFinancial Auto  
Dollar Rent A Car  
Donlen Exchange Services  
DTG Operations, Inc. Remarketing Services  
Emkay, Inc.  
Ford Motor Company  
Ford Motor Credit Company, LLC  
GMAC  
HAPO Credit Union  
Harley-Davidson Financial Services  
Hertz Rent A Car  
HSBC Auto Finance  
Hyundai Motor Finance Company  
KIA Motors America  
National Car Rental  
PAR North America  
PHH  
Remarketing by GE  
Sterling Savings Bank  
Thrifty Rent A Car  
Wachovia Dealer Services  
Washington State Employees Credit Union  
Wells Fargo Auto Finance  
Westlake Financial



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### **Fun & Profit - DAA Northwest's Annual Events**

DAA's promotional event sales foster a spirit of camaraderie and friendship, allowing customers to network and conduct business in a fun, positive environment.

Our annual Rock & Roll Sale has featured music legends like Jerry Lee Lewis, The Doobie Brothers and Huey Lewis and The News. In the fall, our Moose Sale has a different kind of attraction: barbecued moose sandwiches served to customers in the lanes. At special events like these, we offer as many as 3,500 vehicles per sale.

#### **March 17 - 18: DAA After Dark**

**Wednesday at 2:00 p.m.** - Selected national accounts and dealer consigned units

**Wednesday at 6:30 p.m.** - DAA's auction barn is transformed into a nightclub for our customers as they enjoy a delicious meal and entertainment

**Thursday at 9:00 a.m.** - The spring market kicks off with 2,000 units from our institutional and dealer customers

#### **April 14 - 15: NASCAR Days**

**Wednesday at 2:00 p.m.** - Special consignment from national accounts and selected dealers

**Thursday at 9:00 a.m.** - Increased consignment, NASCAR merchandise giveaways in the lanes, and a post-sale grand prize of two VIP passes to a NASCAR event

#### **May 12 - 13: Big Sky Sale & Collector Car Event**

**Wednesday at 2:00 p.m.** - National accounts and selected dealer consignors

**Wednesday at 5:00 p.m.** - Collector car auction and party hosted by DAA Northwest and presented in conjunction with Silver Collector Car Auctions

**Thursday at 9:00 a.m.** - 2,000 units plus barbecued beef sandwiches in the lanes for our customers

#### **June 9 - 10: Salmon Sale**

**Wednesday at 2:00 p.m.** - National accounts and selected dealer consignors

**Thursday at 9:00 a.m.** - Cars, trucks and barbecued salmon in the lanes

#### **June 23 - 24: Golf Tournament & Sale**

**Wednesday afternoon** golf tournament to benefit the Union Gospel Mission at Spokane's beautiful Indian Canyon Golf Course

**Thursday at 9:00 a.m.** - 2,200 cars and trucks featuring national accounts and the region's largest dealer consignment

**July 14 - 15: Rock & Roll Festival & Sale**

**Wednesday at 11:00 a.m.** - Consignment from national accounts and dealers

**Wednesday at 6:00 p.m.** - Doors open for DAA's signature event: The Rock & Roll Festival. Customers and their guests enjoy complimentary appetizers and a great evening of rock & roll from a national headliner. Past promotions have featured Jerry Lee Lewis, Huey Lewis and The News, The Doobie Brothers, Pat Benatar and more.

**Thursday at 9:00 a.m.** - Our largest sale of the year, with \$30,000 in post-sale prizes. While customers work the sale, we treat their spouse's to a catered Lake Coeur d'Alene Cruise

**August 18 - 19: Corn Roast Sale**

**Wednesday at 2:00 p.m.** - Major national accounts and selected dealer consignment

**Thursday at 9:00 a.m.** - 2,200 units and fresh, barbecued corn on the cob in the lanes followed by an old-fashioned corn eating contest

**September 15 - 16: Montana Days**

**Wednesday at 2:00 p.m.** - Special Wednesday sale featuring national accounts and selected dealer consignment

**Thursday at 9:00 a.m.** - 2,000 cars and trucks plus barbecued steak kabobs for our customers as they work the sale

**October 13 - 14: Fall Classic Moose Sale**

**Wednesday at 2:00 p.m.** - Major national accounts and selected dealer consignment

**Thursday at 9:00 a.m.** - 2,200 vehicles and a 54-year tradition: McConkey moose barbecued and served to our customers in the lanes

**November 10 - 11: 17th Anniversary Celebration, Fundraiser & Sale**

**Wednesday at 2:00 p.m.** - 2 lanes of auction action featuring national accounts

**Wednesday at 6:30 p.m.** - Anniversary dinner and fundraiser at DAA Northwest. Our fundraising efforts benefit the Vanessa Behan Crisis Nursery, Young Life of the Inland Northwest and the Union Gospel Mission.

**Thursday at 9:00 a.m.** - 2,200 cars and trucks featuring national accounts and the region's largest dealer consignment

**December 9 - 10: Holiday Sale**

Customers gather in the lanes for cars, trucks and holiday cheer. Post-sale prizes include several gifts under the DAA tree



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### **Media Relations & Advertising**

DAA Northwest issues news releases about major events and maintains relationships with the trade media. We also run print advertisements in national automotive industry publications throughout the year.

### **Community Relations**

We want our employees to live and work in a healthy community, so DAA Northwest supports a number of local non-profit organizations. Our biggest annual contributions stem from November's Anniversary Sale fundraiser. DAA and its dealers raise thousands of dollars for non-profits like the Vanessa Behan Crisis Nursery, Young Life and the Union Gospel Mission each year.

### **Auction Technology**

DAA's website, DAANorthwest.com, gives customers access to thousands of vehicles and real-time auction sales data through the AuctionPipeline. DAA teamed up with the west's premier independent auto auctions to form the AuctionPipeline in 2006. Since then, it has gone national, giving authorized users access to:

- A consolidated, national buyer base
- The nation's largest independent auto auction inventory source. This resource continues to grow as the Pipeline expands
- A single online sales portal that includes cars, trucks, RVs and MotorSports units
- PAR - the Pipeline Auction Report - which gives users accurate, real-time data and averages on thousands of sold units each week
- PipelineSimulcast auctions, which enable remote buyers to participate in live auctions online. Proxy bidding is also available, as is Simulcast RingRep, which allows sellers to participate and make decisions remotely during the live auction

DAA is also an OVE facilitating auction location.



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FEE SCHEDULE

**BUY FEES**

SALE PRICE	DEALER	CORPORATE
\$1 - 100	\$45	\$80
\$101 - 249	\$60	\$80
\$250 - 499	\$65	\$90
\$500 - 999	\$75	\$100
\$1,000 - 2,499	\$105	\$145
\$2,500 - 3,499	\$125	\$170
\$3,500 - 4,999	\$130	\$170
\$5,000 - 6,999	\$150	\$190
\$7,000 - 7,999	\$150	\$195
\$8,000 - 9,999	\$150	\$210
\$10,000 - 10,999	\$165	\$220
\$11,000 - 11,999	\$170	\$220
\$12,000 - 12,499	\$175	\$220
\$12,500 - 12,999	\$180	\$220
\$13,000 - 13,999	\$185	\$220
\$14,000 - 14,999	\$190	\$220
\$15,000 - 16,999	\$195	\$230
\$17,000 - 19,999	\$200	\$230
\$20,000 - 20,999	\$220	\$245
\$21,000 - 21,999	\$220	\$250
\$22,000 - 23,999	\$230	\$250
\$24,000 - 25,999	\$240	\$250
\$26,000 - 29,999	\$240	\$260
\$30,000 - 30,999	\$245	\$280

(Add \$5 per thousand over \$30,000)

**SALE FEES**

SALE PRICE	FEE
\$1 - 499	\$75
\$500 - 699	\$90
\$700 - 899	\$100
\$900 - 999	\$110
\$1,000 - 1,099	\$125
\$1,100 - 1,499	\$135
\$1,500 - 1,999	\$140
\$2,000 - 2,499	\$150
\$2,500 - 2,999	\$155
\$3,000 - 3,499	\$165
\$3,500 - 3,999	\$170
\$4,000 - 4,999	\$180
\$5,000 - 5,999	\$195
\$6,000 - 6,999	\$200
\$7,000 - 7,999	\$210
\$8,000 - 8,999	\$220
\$9,000 - 9,999	\$235
\$10,000 - 10,999	\$250
\$11,000 - 11,999	\$260
\$12,000 - 12,499	\$270
\$12,500 - 12,999	\$275
\$13,000 - 13,999	\$290
\$14,000 - 14,999	\$300
\$15,000 - 15,999	\$310
\$16,000 - 16,999	\$335
\$17,000 - 17,499	\$345
\$17,500 and up	\$350

(capped at \$350)

**FEE SCHEDULE CONT.**

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**No Sale / Entry Fee**                      \$25

**SERVICES**

**Engine Steam**                                \$20

**Hand Wash & Dry**                         \$14

**Wash & Vacuum**                         \$31

**Prep**     \$40

Wash, vac, windows, dress tires

**Exterior Clean**                              \$51

Wash, buff, remove tar, dress tires, exterior trim, paint wheel wells on 4x4 (if needed)

**Interior Clean**                               \$51

Clean interior, windows, vacuum & shampoo carpets

**Exterior Clean/Vacuum**                 \$68

Exterior wash/buff, dress tires, vacuum interior, paint wheel wells on 4x4 (if needed)

**Complete Detail**                            \$85

Engine steam, door jams, wheels & wheel wells, wash, vac, shampoo, windows, clean interior, buff, remove tar, dress tires & exterior trim, paint wheel wells on 4x4 (if needed)



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**BPP FEE SCHEDULE**

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Our Buyer Protection Plan (BPP) gives buyers a seven or fourteen-day vehicle guarantee, allowing them to spend their time conducting business, not checking cars or worrying about expired factory warranties. DAA Northwest's trained professionals road test and inspect vehicles to uncover any problems subject to arbitration. Buyers receive a thorough vehicle inspection report.

<b>7-Day Frame &amp; Drive</b>	\$100
<b>14-Day Frame &amp; Drive</b>	\$150
<b>7-Day Drive Only</b>	\$65
<b>14-Day Drive Only</b>	\$115
<b>Frame Only</b>	\$35

**NOTE:** Vehicles failing to pass BPP inspection will result in a \$50 inspection fee charged to the buyer.

A \$75 fee will be charged to the Seller on any vehicle rejected and removed from the sale.



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## VISITOR / DRIVER POLICY

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1. Visitors / Drivers will be allowed only by prior written request; dealers who wish to bring someone to the sale will be required to submit their request in writing by Monday prior to the sale and must include:
  - a. The reason for their request
  - b. The individual's drivers license number
  - c. The individual's social security number
2. Individuals who arrive with a dealer and without prior approval from DAA will not be allowed on the premises
3. Drivers will be allowed on the premises without prior approval provided the sale has ended and the driver has a valid gate pass for the vehicle being removed