

## **DAA Northwest Presents vLane Auctions – Your Virtual Marketplace**

**DAA's vLane Auction model provides franchise dealers the opportunity to boost the exposure and availability of frontline aged inventory while minimizing risk.**

### **What is DAA Northwest's vLane Sale?**

- DAA Northwest's vLane virtual sale takes place in the Seattle marketplace.
- Consigning franchised dealers provide vLane Auctions with a Kelley Blue Book sheet,\* a Vehicle Disclosure Form and a photo (jpg format) for each consigned unit.
- Franchise dealer's consigned, frontline vLane units stay on the lot.
- Vehicles sell via live auctioneer with a projected image and KBB book sheet to 1) invited franchise dealers in the room, and 2) new and used car store online bidders via PipelineSimulcast.
- Frontline units are bought and sold quickly and efficiently.
- DAA Northwest handles transportation, title paperwork and payment. Transportation will be billed directly to Buyer by third party, DAA-approved transport company.

### **vLane Seller Benefits**

- Be part of an exclusive, invitation-only group of franchise dealer consignors who receive additional exposure for their aged frontline units.
- Benefit from quick inventory turn.
- Save on vehicle transportation fees.
- Build a market for inventory through exposure to more qualified buyers.
- Benefit from the services and guarantees of DAA Northwest – a National Auto Auction Association member auction.

*\* Kelley Blue Book sheet must be provided for each consigned unit. Consigning dealer may have vLane Auctions book vehicle(s), but may not hold vLane Auctions or DAA Northwest liable for any accidental mis-booked units.*

## **vLane Buyer Benefits**

- Gain access to instant inventory of frontline, low-risk units that are ready for retail sale.
- Save time and money while acquiring highly desirable frontline units.
- Have the flexibility of attending the sale in the Seattle market or participating online.
- Benefit from the services and guarantees of DAA Northwest – a National Auto Auction Association member auction.

## ***How to Consign Units to DAA's vLane Auction***

- **Consignment is open to invited franchise dealers only.** Dealership must be authorized to do business with DAA Northwest, and must be registered with AuctionACCESS.
- **Fax a COMPLETE Vehicle Disclosure Form and a book sheet (KBB)** to the vLane staff at 425-278-7079. Send a vehicle photo with corresponding VIN via email to [vlanephotos@daanorthwest.com](mailto:vlanephotos@daanorthwest.com).
- Vehicle entries must be received by 2:00 p.m. the day before the sale.
- Consigned vehicles will be sold via live auctioneer at our Auburn facility.
- DAA's approved third party vLane transportation company, ASI, will manage the transportation of all sold units.
- DAA Northwest will handle titles and payment for all vLane transactions.

## ***How to Buy Vehicles from the vLane Auction***

- Invited franchise dealer guests who are authorized to do business with DAA Northwest and are registered with AuctionACCESS may attend and purchase vehicles at the vLane auction in Auburn.
- ALL dealers who are authorized to do business with DAA Northwest and are registered with AuctionACCESS may purchase vLane Auction vehicles online using PipelineSimulcast.
- Complete vLane Auction Rules & Policies supplement DAA Northwest's Rules & Policies, and are available at [www.daanorthwest.com](http://www.daanorthwest.com).

## **vLane Auctions Launch Schedule**

(Subject to change without notice – to confirm current schedule, please visit [www.daanorthwest.com](http://www.daanorthwest.com)).

All sales will take place on Tuesdays as follows:

**12:30 p.m.** – Lunch served

**1:30 p.m.** – Sale start time

## **vLane Auction Sale Location**

### **The Truitt Building**

Rainier Room – 2<sup>nd</sup> Floor

102 West Main Street

Auburn, Washington 98001

## **vLane Auction Contacts**

### **Lionel Freitas, vLane Auctions / Western Washington Manager**

Cell: 425-457-6262

Office: 425-889-7473

Email: [lfreitas@daanorthwest.com](mailto:lfreitas@daanorthwest.com)

### **Ted Hadley, DAA Northwest Western Washington Field Representative**

Cell: 206-794-1145

Email: [thadley@daanorthwest.com](mailto:thadley@daanorthwest.com)

### **Ray Jameson, DAA Northwest Western Washington Field Representative**

Cell: 206-819-7886

### **Technical assistance / PipelineSimulcast**

DAA Northwest Online Hotline:

509-789-2064

DAA Northwest Online Email:

[onlinesales@daanorthwest.com](mailto:onlinesales@daanorthwest.com)