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**ATC-ONLANE ANNOUNCES NEW BUYERS AND SELLERS ON ATC  
OPEN; UNVEILS NEW TRANSPORTATION FEATURE**

***Honda and Arelco Join Premier Online Marketplace for Buying and Selling Wholesale  
Vehicles***

**MENLO PARK, Calif., Oct. 2, 2006** – ATC-Online, Inc., the leading online auction company for automotive dealers to buy and sell wholesale vehicles, today announced that Honda Auto Finance and Arelco, a National Alamo licensee, have joined the growing list of sellers on its full-service online marketplace, ATC Open ([www.atcopen.com](http://www.atcopen.com)). In addition, ATC-Online unveiled a new service enhancement for dealers and buyers to receive estimated delivery times and price quotes on the cost of transportation of any vehicle – instantly.

ATC Open offers dealers access to a wide variety of vehicles before they are generally available at the physical auction lanes. While Honda has had a long history with ATC-Online for its closed remarketing program, the company is now turning to ATC Open to offer its inventory to a nationwide audience of buyers. In addition, Arelco, a National Alamo licensee and new ATC customer, will use the wholesale online auction to sell vehicles from its rental fleet. Furthermore, Arelco will leverage ATC Open to sell wholesale units after running them through its reconditioning center.

“ATC Open gives us unprecedented flexibility as well as significant time and cost savings,” said David Pilcher, executive vice president, Arelco. “Its around-the-clock availability and pre- and post-transaction services make it ideal for our dealer customers to procure vehicles without leaving the office. We believe ATC-Online is one of the best online remarketing channels in the business. The company’s dedication to excellence and sound business strategy will continue to position it as a leader in this segment of the automotive industry,” added Pilcher.

## **New Transportation Features**

With ATC Open's new transportation feature, dealers will get an instant price quote and estimated delivery time by simply entering the zip codes where the car is to be picked up and delivered. The new transportation capability is the latest feature in ATC-Online's suite of tools and services tailored to dealers, such as detailed third-party vehicle condition reports; high-resolution photos of cars; Vehicle History Reports; title and payment insurance; and fair arbitration policies. In addition, ATC Open also provides a suite of post-sale services, such as title and payment processing.

"The open marketplace has seen significant traction over the last few months," said Mark Jensen, senior vice president and COO, ATC-Online. "ATC Open was designed specifically to increase dealer confidence using the Internet as a purchase channel, mainly by ensuring each transaction is fair and accurate. We're committed to enhancing the experience of both the buyer and seller and will continue to bring new features and functionality, such as the new transportation capability, as we continue to grow the marketplace," added Jensen.

In addition to the increase in the number of sellers taking advantage of ATC Open, ATC-Online is also experiencing momentum with its program for dealer-to-dealer online auctions called iDEAL (Inter-Dealer Electronic Auction Lane). iDEAL allows any licensed U.S. dealer to list inventory for sale to a large nationwide network of dealers in order to free up retail space, turn units faster, and make better use of capital.

"iDEAL provides us with great access to vehicles nationwide *before* they are sent to physical auction," said Randy Crase, owner, Crase Auto Connection Inc., an automotive dealership based in Channahon, Ill. "The program is a convenient way to wholesale aged and trade-in inventory – without needing to physically move it and eliminating the costs, fees, time and effort normally associated with disposing of these vehicles."

## **About ATC Open**

ATC Open is convenient, cost-efficient and provides easy access to the best and broadest inventory of wholesale used vehicles. Any dealer or institutional seller with a computer and Internet connection can start using ATC Open by visiting [www.atcopen.com](http://www.atcopen.com) and filling out a simple one-page registration form.

**About ATC-Online, Inc.**

ATC-Online, Inc. is the leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles. The company offers proven, end-to-end auto remarketing solutions to auto manufacturers, captive finance companies, lease and daily rental companies, financial institutions and wholesale auto auctions throughout the United States and Canada. Since 1999, ATC-Online's products and services have enabled customers to reduce cycle times, costs, and achieve greater profitability. For more information, please visit [www.atc-online.com](http://www.atc-online.com) or call +1 (866) 969-0321.

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