



# EMPOWERING REMARKETING SUPERHEROES

PARTNERSHIP

**autoims**  
Remarketing Technology

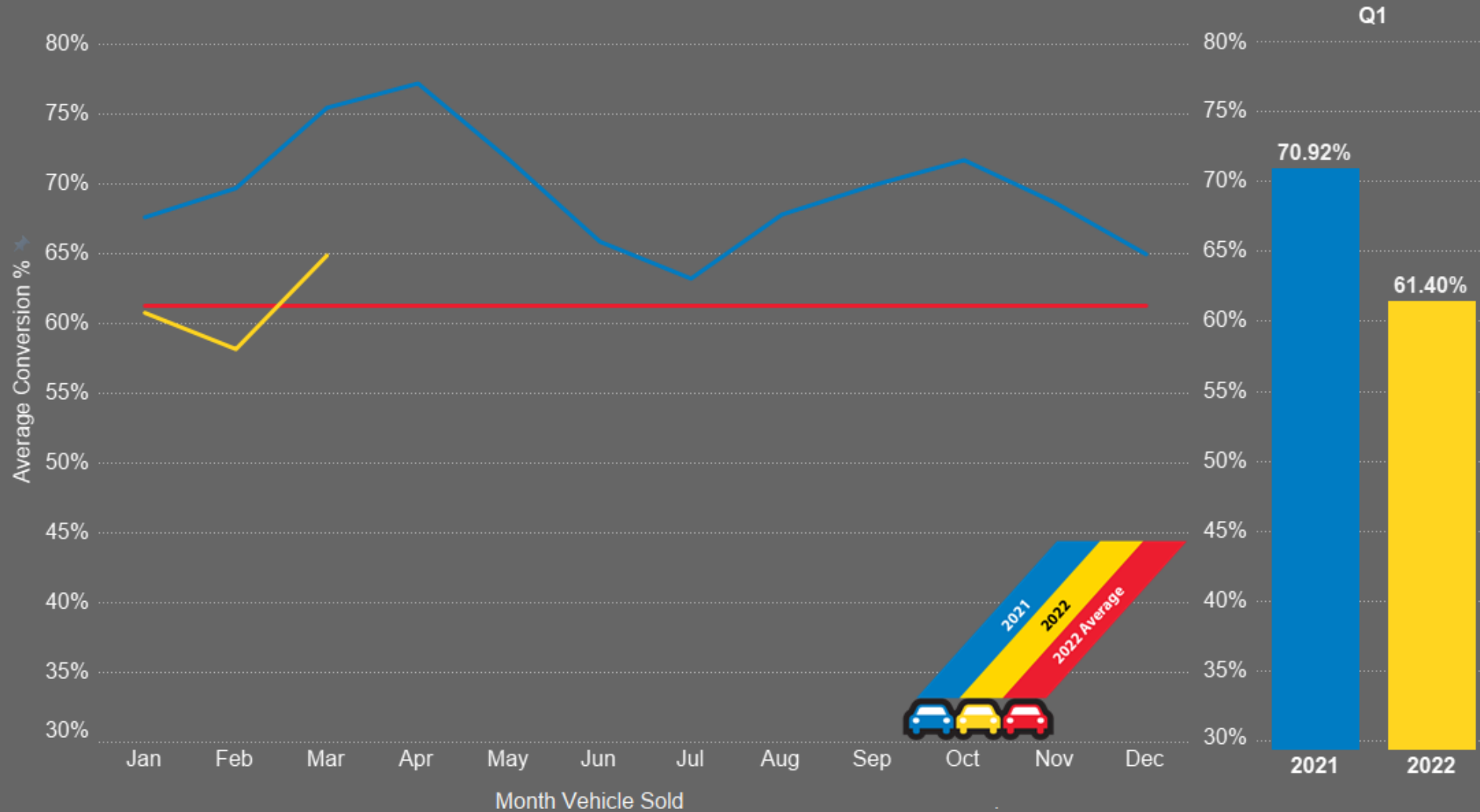
# About the AutoIMS Industry View

- **What**: A compendium of metrics featured in the AutoIMS Sales Scorecard that reflects the AutoIMS database (with few needed exclusions)—a vast majority of the commercial sales volume at wholesale auto auctions in North America.
- **Why**: To offer a starting point for meaningful benchmark comparisons, adding further value to the AutoIMS Sales Scorecard.
- **How**: The AutoIMS Analytics team taps our database and uses advanced visualization tools to produce a useful readout for the current period and comparisons to previous years.
- **Who**: To be shared with AutoIMS clients, industry partners, and press.
- **When**: Published quarterly.

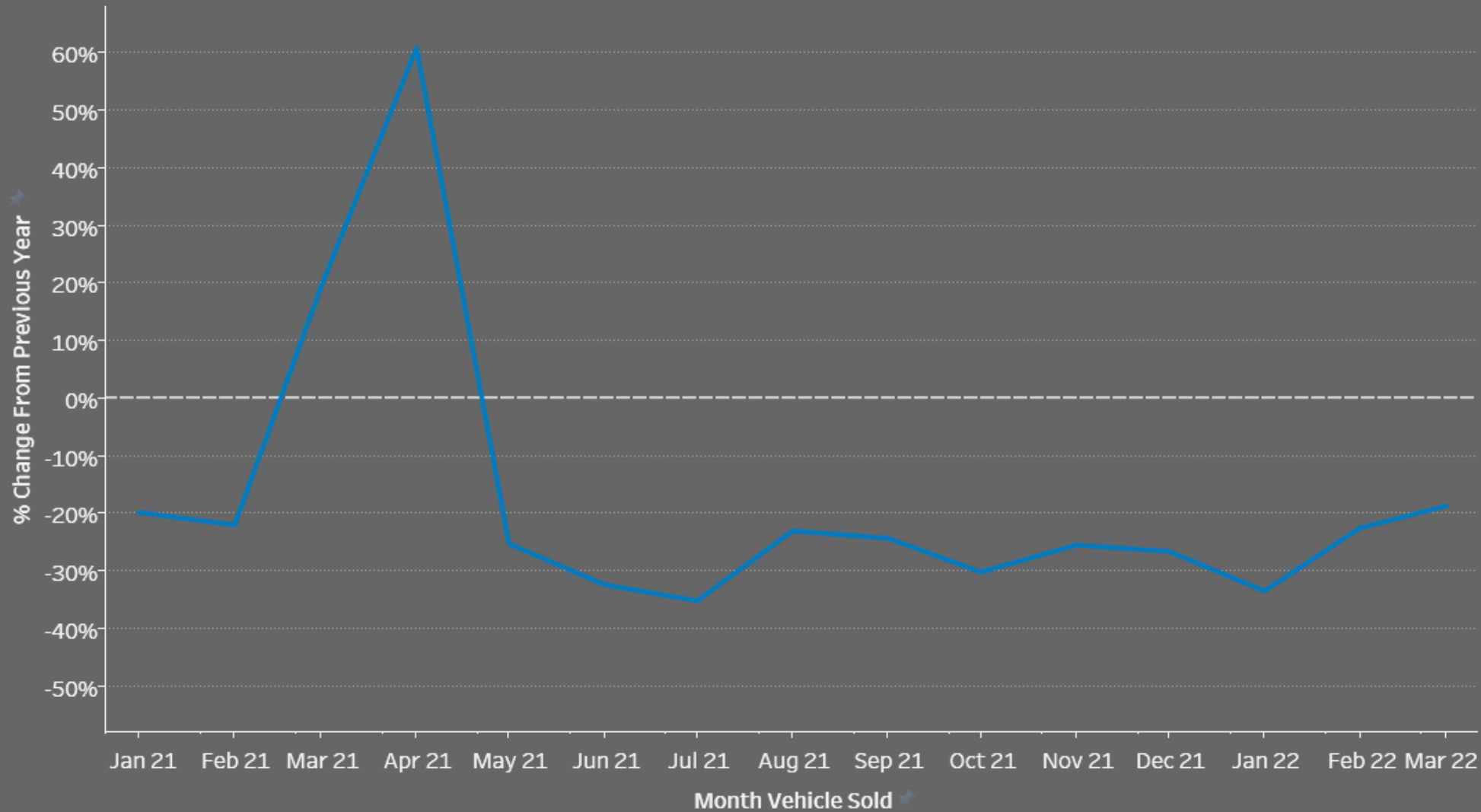


# Conversion Rate

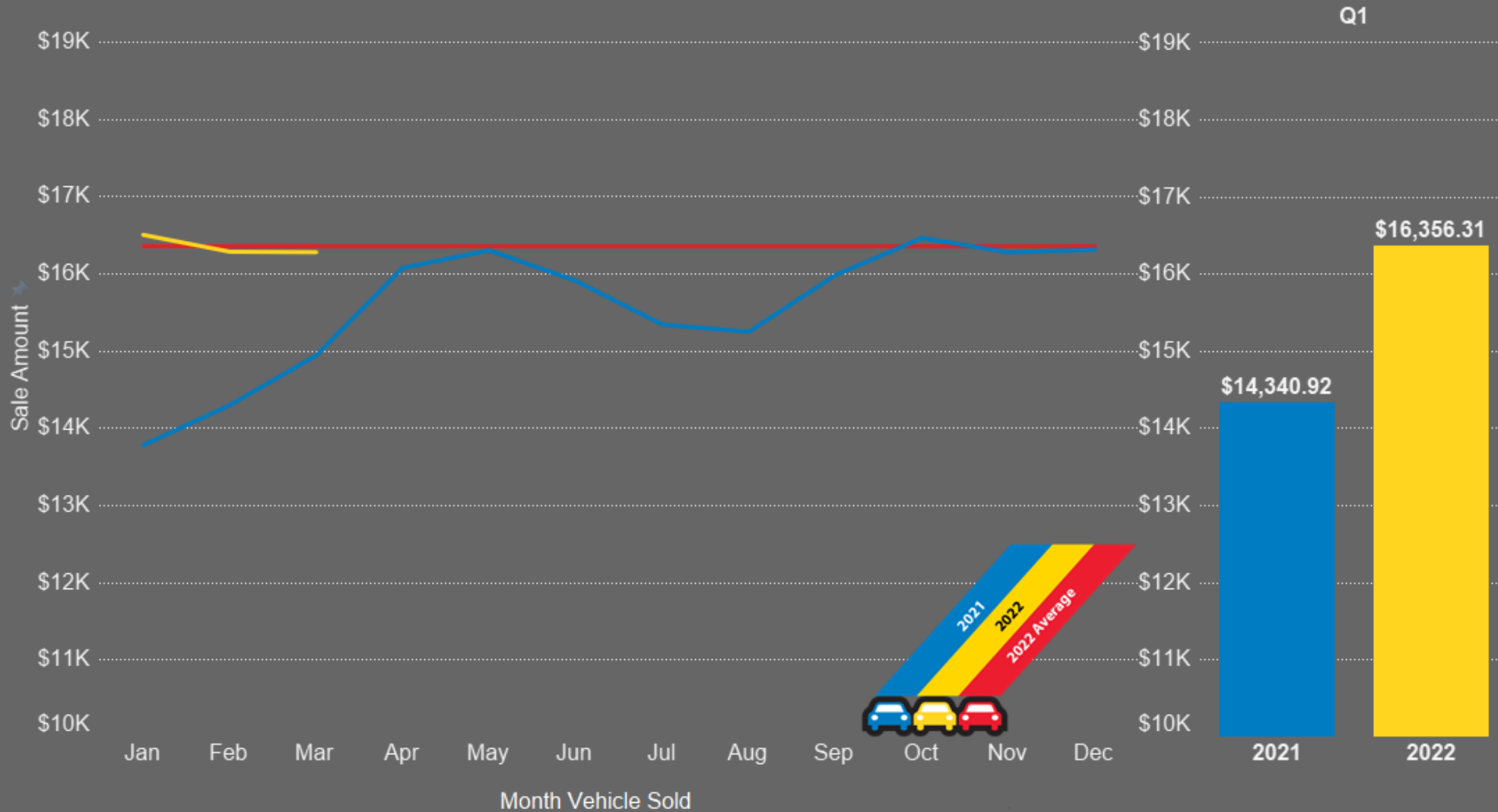
The % of vehicles sold on a day in which they were offered



# Vehicle Sales Volume % Change

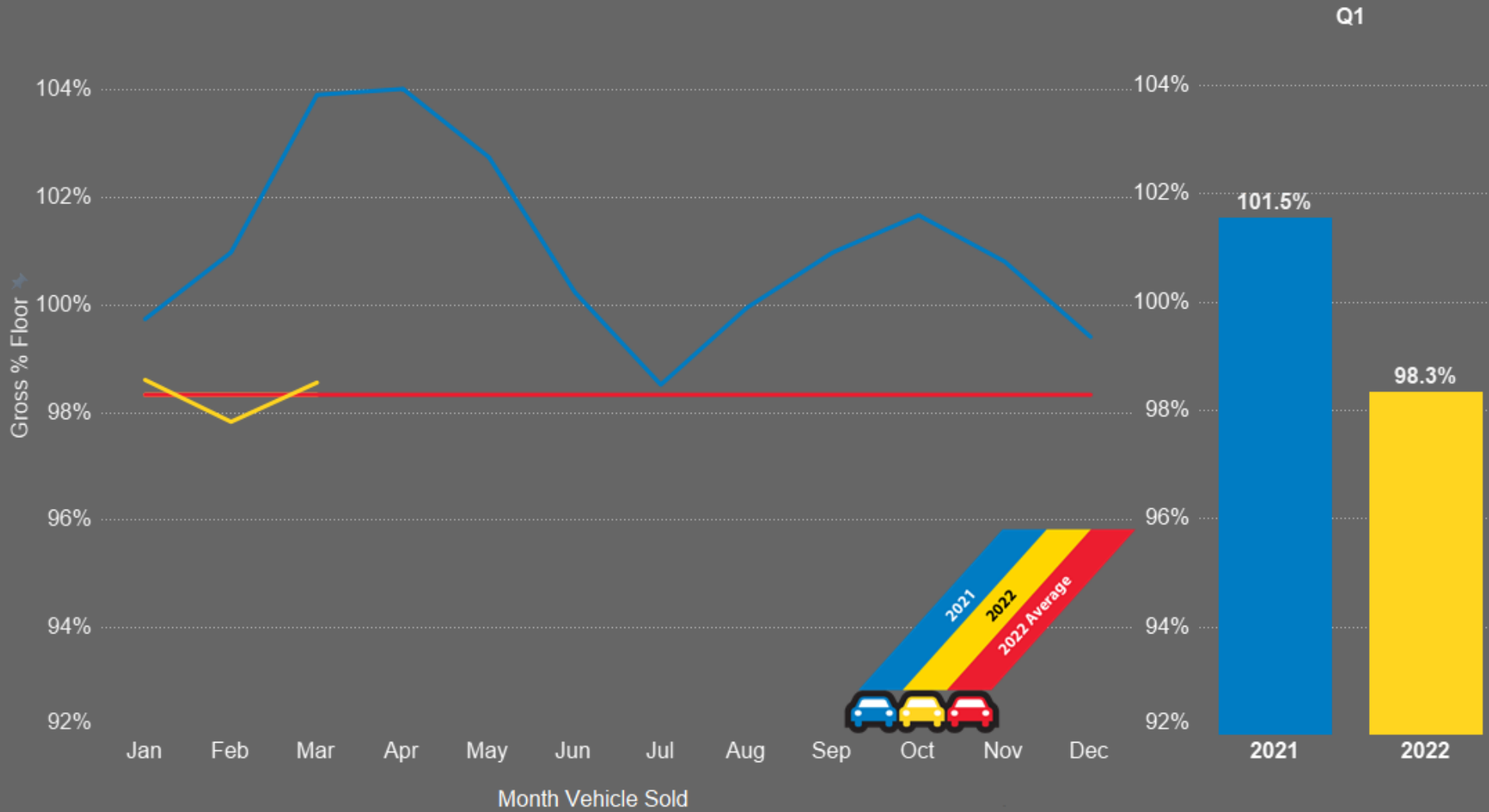


# Average Sale Price



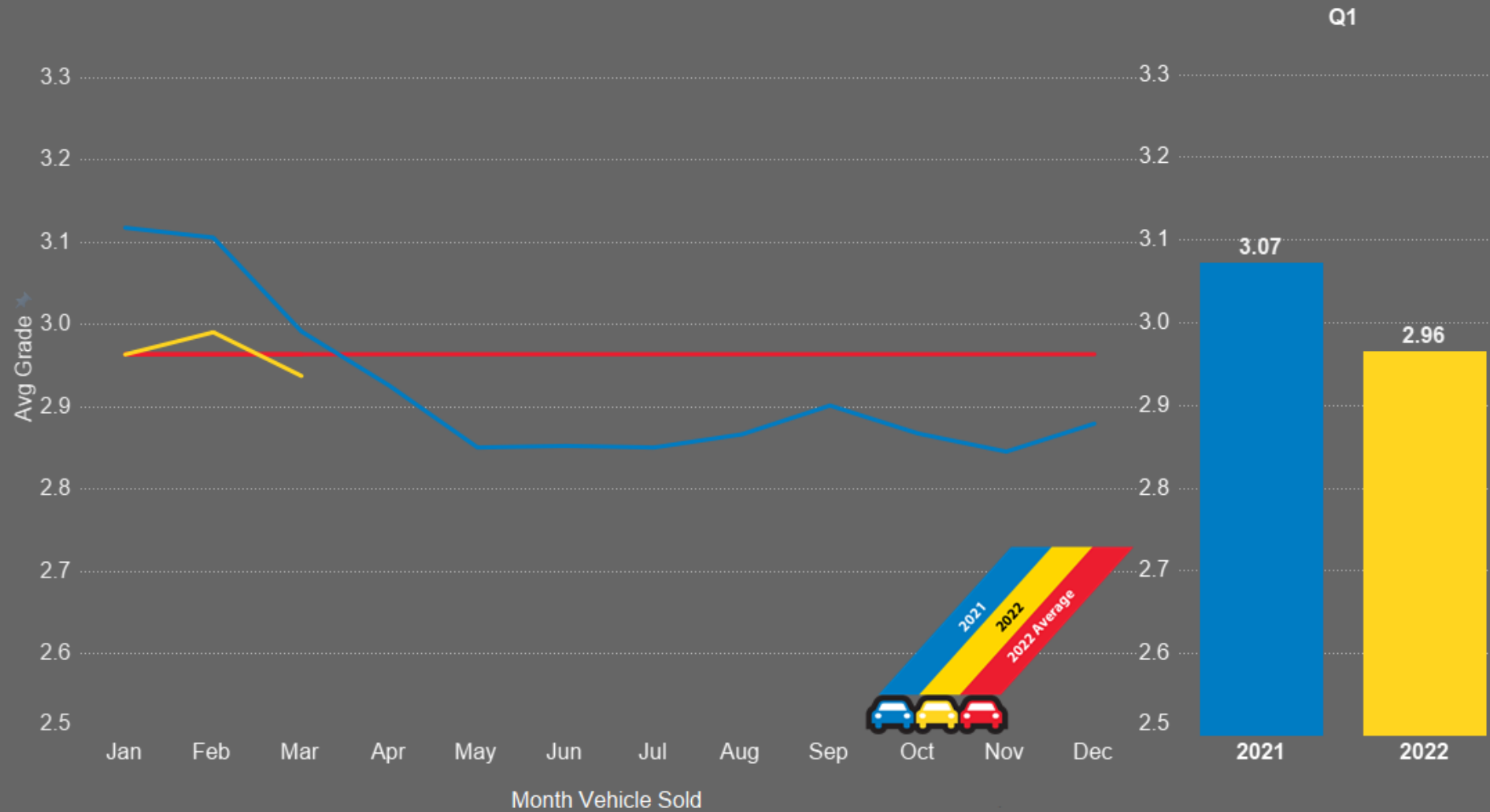
# Gross Sales Price as a % of Floor Price

Only includes vehicles which had a Floor Price in AutoIMS

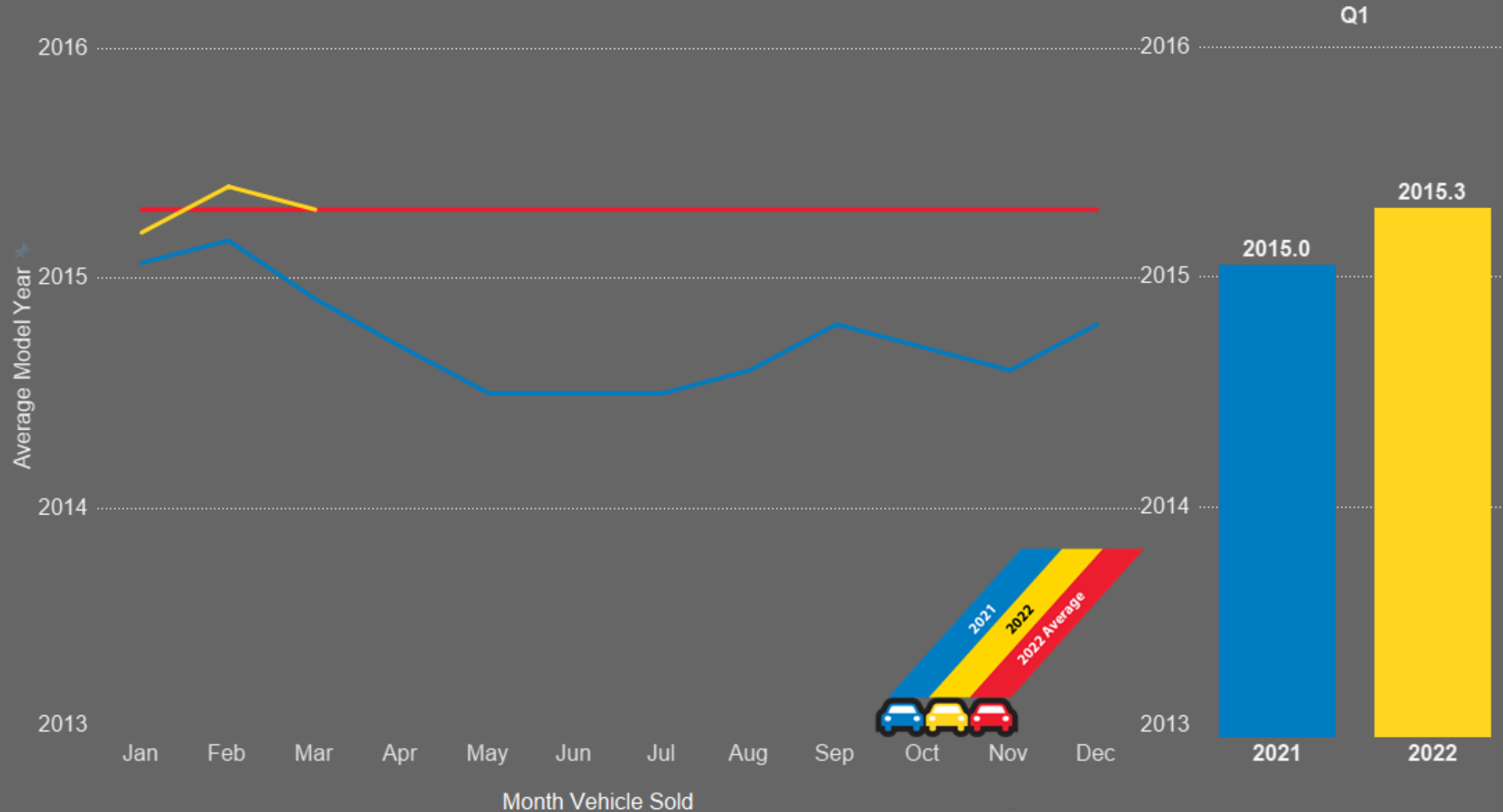


# Average Vehicle Grade

Using the final CR grade at time of sale

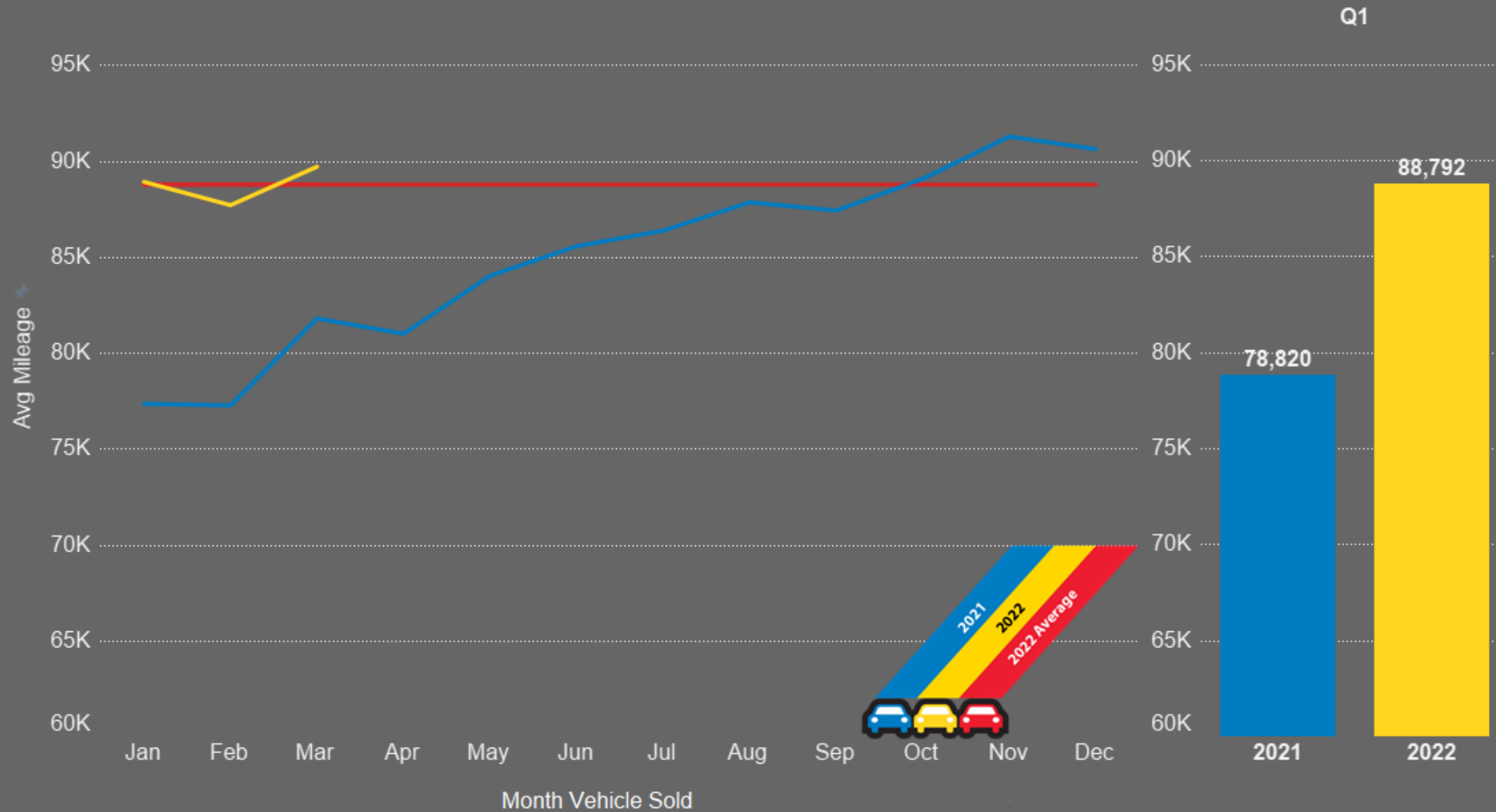


# Average Model Year



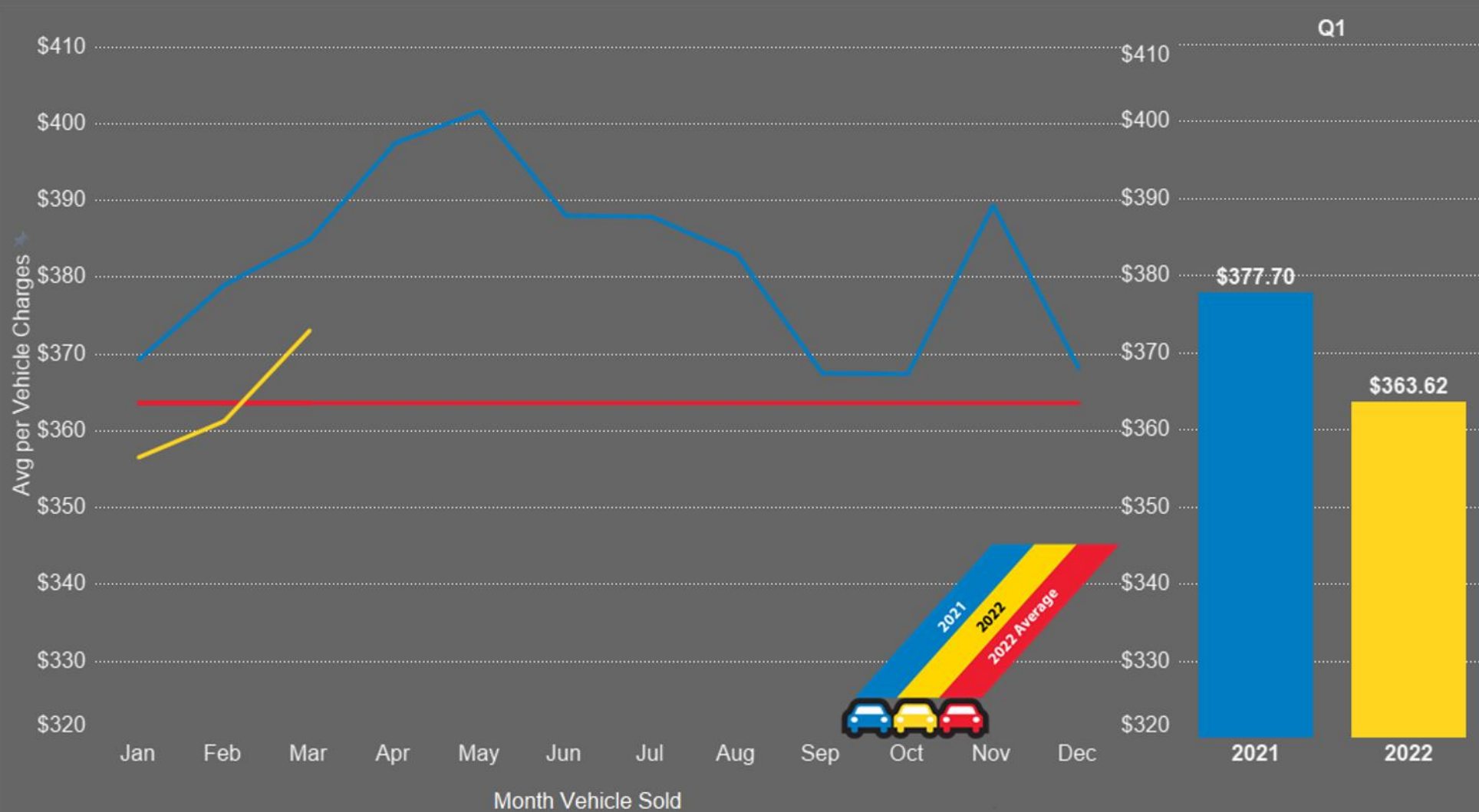


# Average Mileage



# Average Charge Total

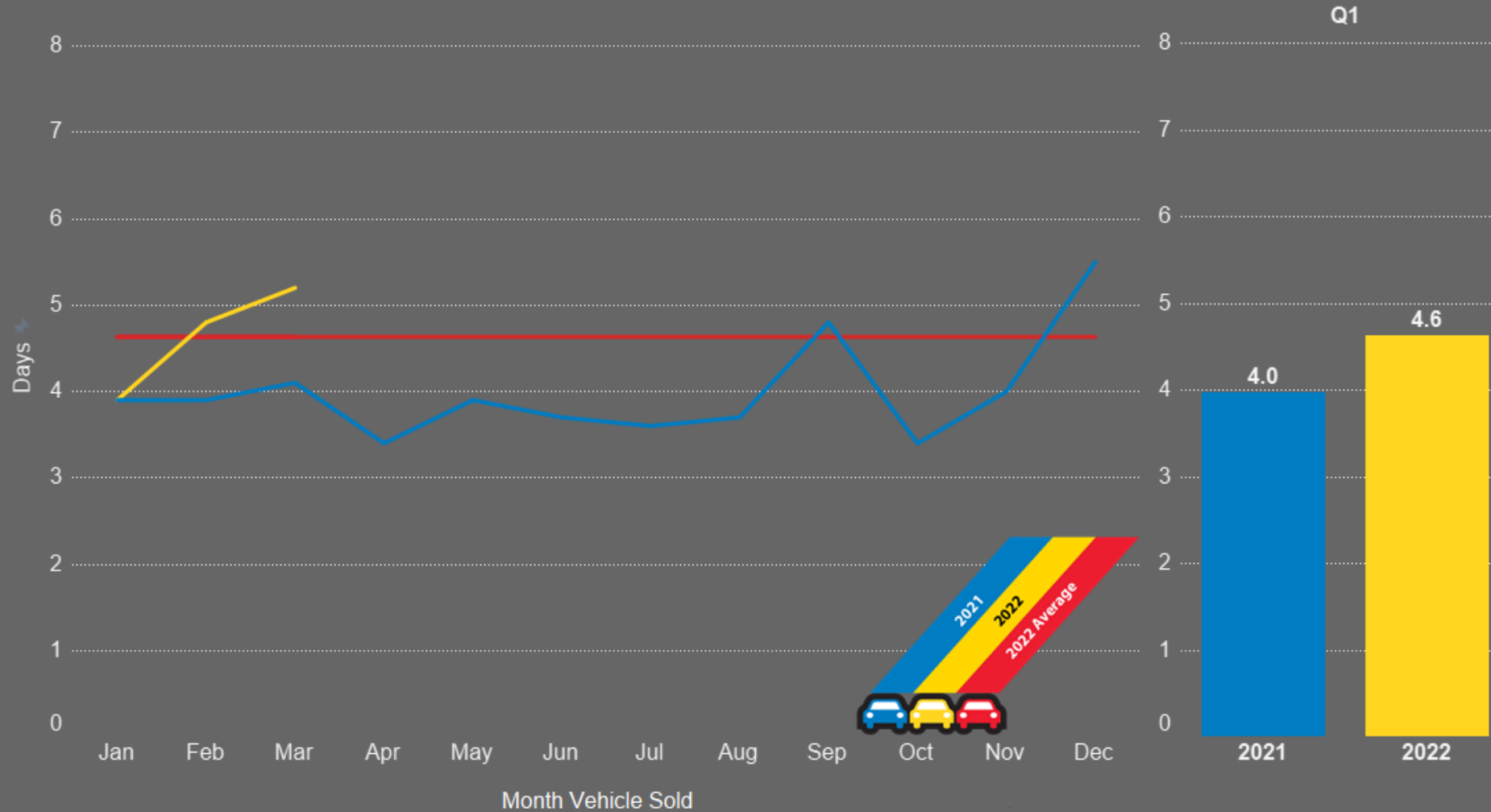
Total auction fees typically deducted from proceeds at sale settlement



# Average Days – Assigned to Secured

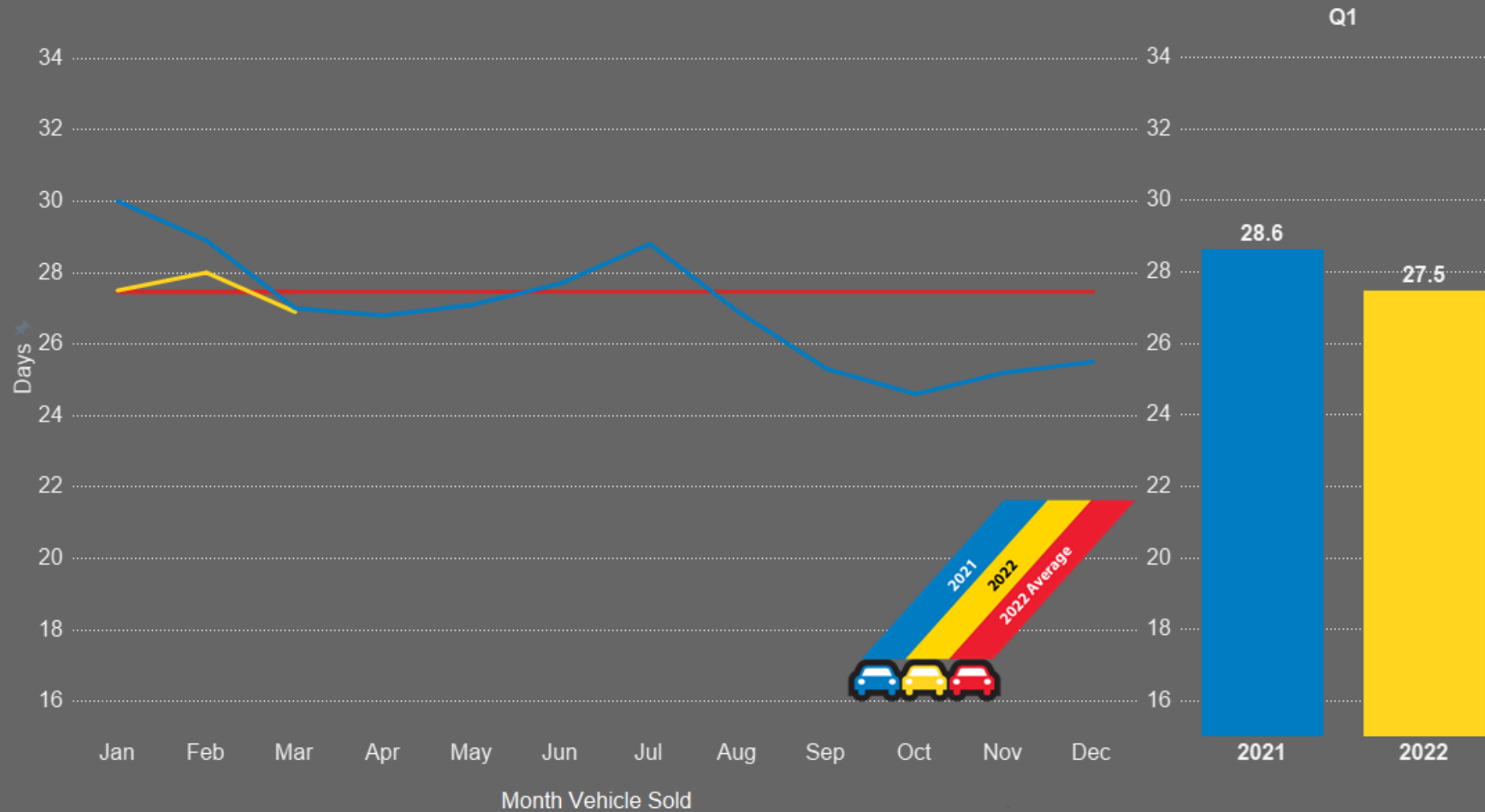
Total timeline from auction arrival date to sale

Note: Only includes vehicles with a Pick Up or Drop Off assignment date

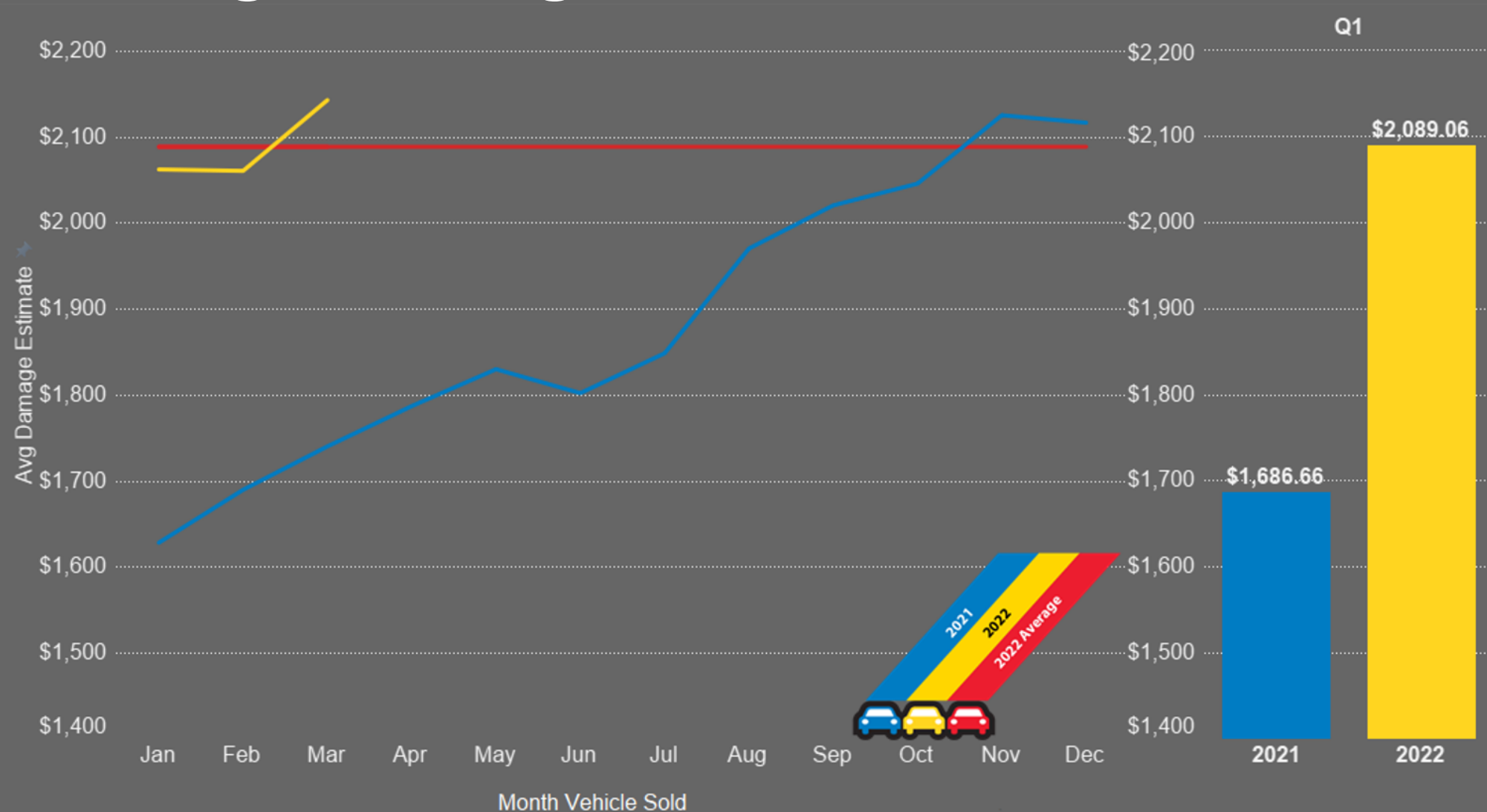


# Average Days – Secured to Sold

Total timeline from auction arrival to sale



# Average Damage Estimate



# Q1 2022 – The Bounce Counts

All signs point to a more normal, though perhaps slightly delayed, spring bounce this year. Prices remained steady at already-elevated levels, and conversion rate (% sold vs offered at auction) bumped up in March. The data makes me think of a trampoline though – to go up, you must first go down. So, what's down?

- Conversion rates dropped steadily from October through February
- Floor price achievement did the same
- Cycle times (transport; days to sell) both crept up at the beginning of the year – ie. a drop in performance

Meanwhile, the seller investment in each car also trended down, as evidenced by lower YoY expenses in all auction charge categories except gas (up 54%) and sale fees.

These trends seem to confirm what other reliable sources are telling us lately; and here are some of our favorites:

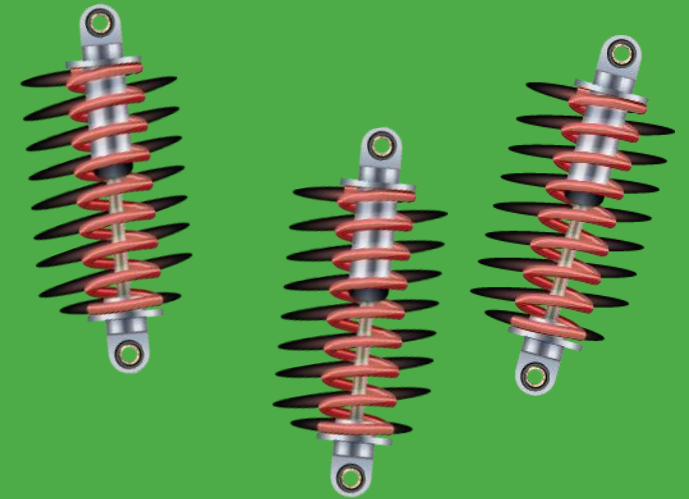
[Black Book Market Insights](#)

[Automotive Ventures Auto Intel Report](#)

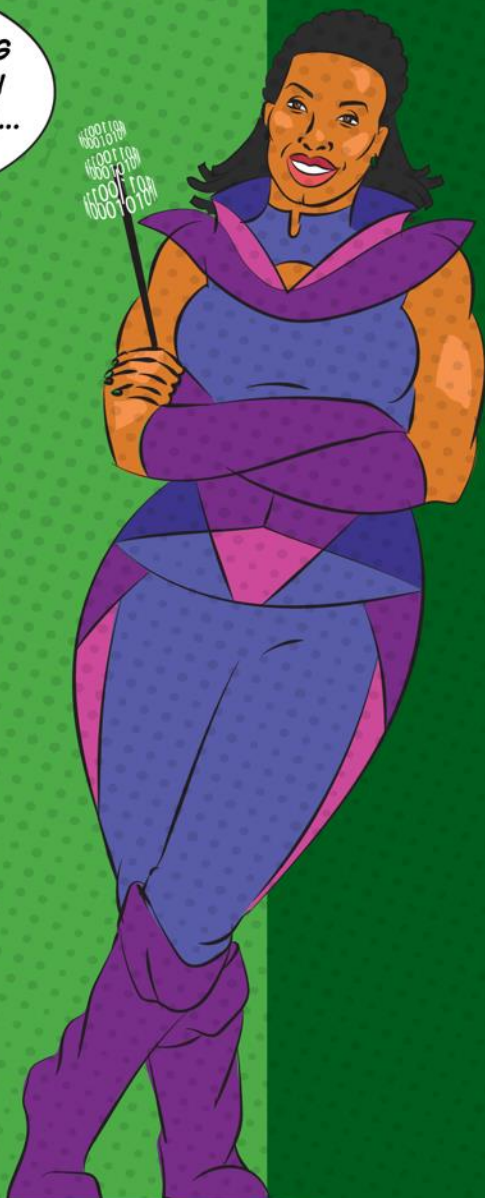
[Cox Automotive Auto Market Report](#)

[KAR's Kontos Kommentary](#)

Meanwhile, Team AutoIMS is back on the road, making big announcements, and helping auctions and commercial remarketing clients connect in new and exciting ways as they prepare for the inevitable inventory return...eventually. We look forward to seeing you out in the wild!



YOU MAY BE WONDERING  
WHAT YOU CAN DO WITH  
ALL THIS FABULOUS DATA...



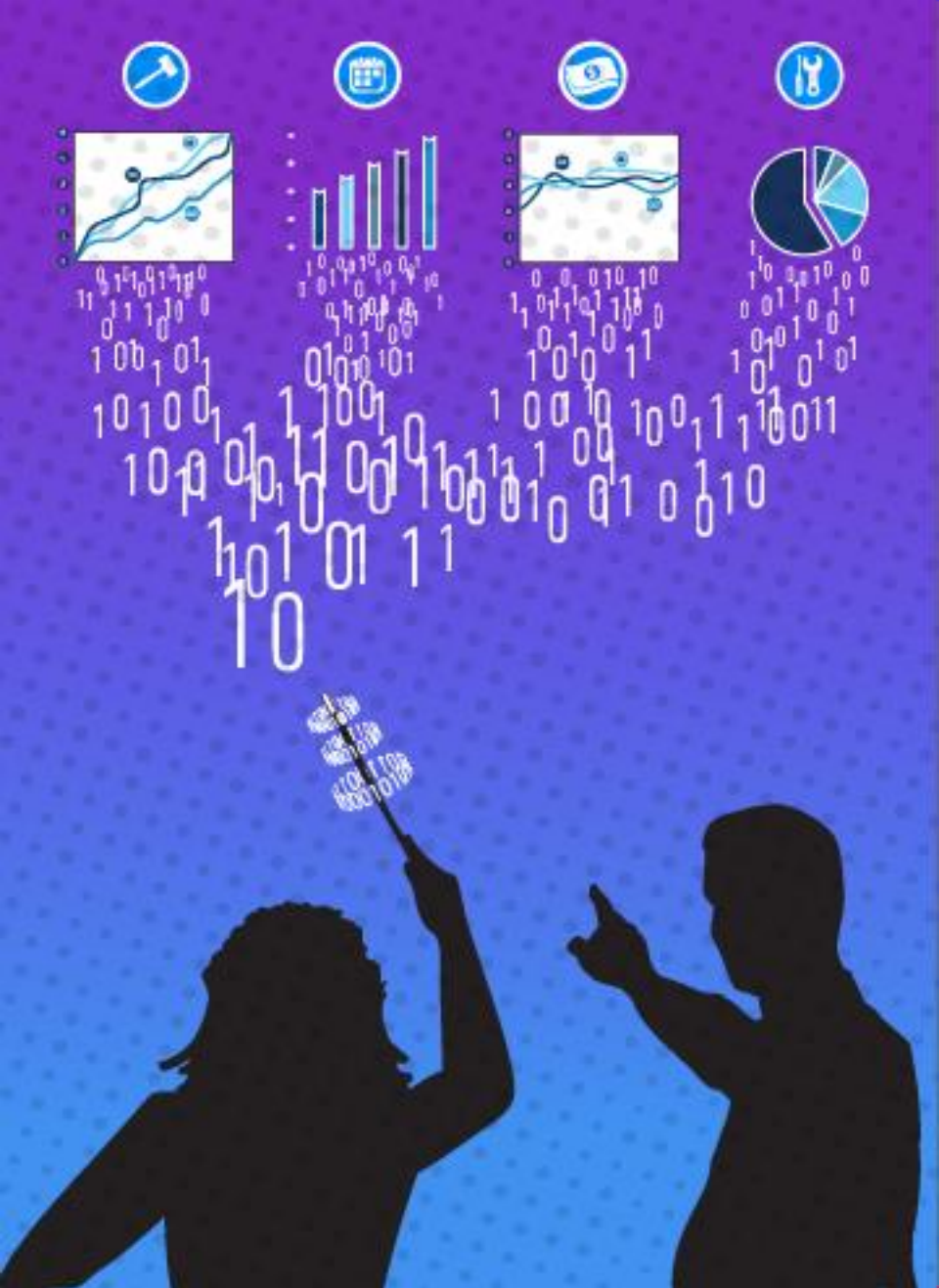
AutoIMS can help you be a  
superhero like Metrica

# Pull Your Data

- Free tools are available to get your own insights:
  - Sales Scorecard
  - LiveAnalytics
  - LiveReports
  - ...and more







# Put Your Data to Work

AutoIMS Solutions & Support Teams are standing by to help you solve pressing issues, brainstorm new ideas, and guide you through these tools:

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