

NAAA Wholesale Certified
SETTING THE STANDARD



5320 Spectrum Drive, Suite D
Frederick, Maryland 21703
(301) 696-0400 • www.naaa.com

silver

IN ACCORDANCE WITH NAAA
SILVER CERTIFIED STANDARDS



NAAA Certification Standard (NCS)

It is a fact – certification adds real value to vehicles offered at wholesale auto auctions. But until now, the growing multitude of individual certification programs has caused confusion and unnecessary complexity across the marketplace, especially for buyers in the lanes and on line.

That's why the National Auto Auction Association teamed up with its corporate consignment partners and the International Auto Remarketers Alliance to create a single three-tier program that works to simplify the process for all remarketing companies, auctions and dealers.

The NAAA Certification Standard's three-tier program is concise and easy to remember:



14-Day Certification guarantee period/50,000 miles maximum
Exceptional overall cosmetic and mechanical condition, representing the highest-quality vehicles



7-Day Certification guarantee period/80,000 miles maximum
Cosmetically and mechanically sound overall condition. Representing vehicles reconditioned to be in very good condition for their model year and mileage



7-Day Certification guarantee period/125,000 miles maximum
Primarily a mechanical guarantee, with some minimal cosmetic standards. Representing vehicles that are in average condition for their model year and mileage

Implementing a single certification program has a positive impact on the entire wholesale buying and selling process. Remarketers gain a very recognizable certification brand that is embraced by buyers nationwide, ultimately increasing bids and retention; auctions gain proficiency in executing inspections, reconditioning and marketing while reducing arbitration; dealers gain confidence in one consistent program at all NAAA auctions, allowing for quicker, more self-assured buying decisions in the lanes and especially online.

NAAA Setting the Standard — Wholesale Certification Simplification



Each tier's full description and covered items are available at www.naaa.com/certification.html

