

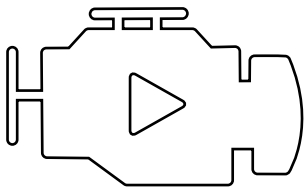


IAA Engine Starts™

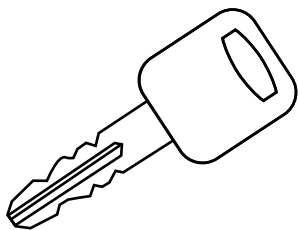


Key Image

IAA is proud to announce the launch of two new innovative digital auction tools in the UK to help our buyers be more informed prior to bidding.

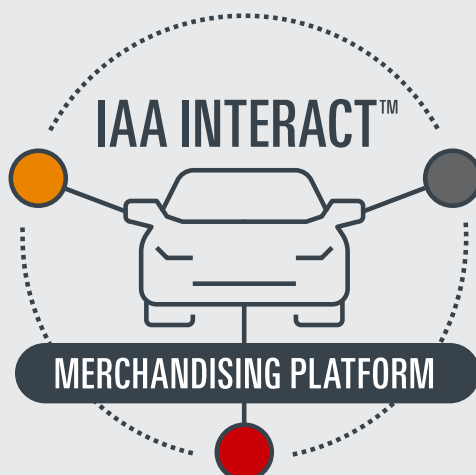


IAA Engine Starts™ video is a 10-second, under-the-bonnet view with full sound for buyers to assess the engine's condition as it runs. This feature is available on vehicle detail pages for vehicles with an engine that starts.



Key Image gives buyers the ability to assess the condition and type of keys associated with each vehicle from high-quality images.

IAA Engine Starts™ and Key Image are part of our IAA Interact™ merchandising platform, which also includes IAA 360 View™. These innovative tools are revolutionising the salvage auction industry and giving our buyers the necessary imagery, information, and personalisation to be confident with their purchases.



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