



Inventory optimization is easier than ever with the Auction Plus Program. Eligible dealers can take advantage of this simple, efficient and cost-effective remarketing channel to sell and liquidate pre-owned Volkswagen and Audi inventory.

Participating locations:

- ADESA Boston
- ADESA Golden Gate
- ADESA Washington, D.C.

# Auction Plus Program

Sell with Confidence



## Program Objectives

The Program provides Volkswagen franchise Dealers with a simple, efficient, and proven remarketing channel in which to sell and liquidate pre-owned Volkswagen and Audi inventory. The Program capitalizes on VCI's auction expertise, available buyer incentives, established vendor relationships, scale and logistics, and extends many of these benefits to Eligible Dealers while presenting a branded environment dedicated to the sale and remarketing of pre-owned Volkswagen and Audi brand vehicles.

## Program Eligibility

Vehicles submitted by Participating Dealer to VCI for consideration and acceptance by VCI into the Program must satisfy the following preliminary requirements:

- Dealer must be at the Performer or Champion level in the Volkswagen Affinity Program.
- Vehicles must be owned by Participating Dealer.
- Vehicles must be either a Volkswagen or Audi brand vehicle.
- Vehicles must be current year or newer or within the three (3) previous model years.
- Vehicles must have fewer than 100,000 miles.
- Vehicles must have a clear, negotiable title.
- Vehicles must not have a lemon law or corporate buyback history.
- Participating Dealer must disclose all known defects (including collision repair, structural damage (as defined by the NAAA Structural Damage Policy), missing or inoperable parts and mechanical defects), true mileage unknown, flood/hail damage.
- Vehicles purchased from VCI through VolkswagenDirect or AudiDirect or through a prior VCI Sponsored Auction Sale must be owned and retained in Participating Dealer's inventory for at least thirty (30) days from the date of acquisition.

The failure of Participating Dealer to disclose any known defects or the falsification of any required disclosures may result in the suspension or exclusion of Participating Dealer from the Program.

## Program Sale Process

- Participating Dealer must complete the Participation Agreement, execute and return the Limited Power of Attorney form authorizing VCI to take any and all actions on behalf of Participating Dealer necessary to perform the services contemplated under the Participation Agreement with respect to Program Vehicles.
- At least seven (7) days prior to the date scheduled for a particular VCI Sponsored Auction Sale, Participating Dealer will complete an Auction Request Form identifying the Eligible Vehicles that Participating Dealer wishes VCI to consider for acceptance into the Program and for inclusion in the particular VCI Sponsored Auction Sale. Participating Dealer will be required to submit such requests to [auctionplus@vwcredit.com](mailto:auctionplus@vwcredit.com).
- Following the receipt of an Auction Request Form for a VCI Sponsored Auction Sale, the designated VCI Remarketing Representative will review the Floor Prices established by Participating Dealer for all Eligible Vehicles. If the VCI Remarketing Representative believes the Floor Price established by Participating Dealer for an Eligible Vehicle materially exceeds what would be an appropriate Floor Price then the VCI Remarketing Representative or the Participating Auction Representative will contact Participating Dealer directly to determine whether Participating Dealer is willing to reduce the Floor Price.
- Participating Dealer will be responsible making arrangements for, and all costs and fees associated with, transporting Program Vehicles from Participating Dealer's facilities or other designated location to the Participating Auction's facilities. All Program Vehicles must be delivered in Sale Ready Condition (other than detailing) with clear and negotiable titles.
- A Participating Auction Representative will inspect each Program Vehicle upon arrival to ensure it is in Sale Ready Condition, and prepare a Condition Report for each Program Vehicle.

- All Program Vehicles will be washed and prepped in accordance with the election made by Participating Dealer in the applicable Auction Request Form, and the description and Condition Report for each Program Vehicle will be added to the Sale Catalog by the Participating Auction as instructed by the VCI Remarketing Representative along with any required sale disclosures and/or announcements consistent with the sale announcements and/or disclosures utilized with VCI Vehicles.
- Participating Dealer will be identified in the Sale Catalog and bill of sale at each VCI Sponsored Auction Sale as the owner/seller of the Program Vehicles included in the Run Order.
- During each VCI Sponsored Auction Sale, the designated VCI Remarketing Representative will represent Participating Dealer on the Block and will have the power to accept bids on behalf of Participating Dealer.

## Program Arbitration Process; Repurchased Program Vehicles

- Any arbitration proceedings relating to Program Vehicles sold at a VCI Sponsored Auction Sale will be conducted and administered by VCI in accordance with the VCI Arbitration Guidelines.
- A VCI Remarketing Representative will facilitate any arbitration conducted.
- Participating Dealer grants the VCI Remarketing Representative the sole authority to resolve arbitration issues, including, but not limited to, approving further repair of or concessions for an Arbitrated Program Vehicle, or directing a Participating Auction to repurchase an Arbitrated Program Vehicle. If VCI authorizes a repair, concessions or repurchase of an Arbitrated Program Vehicle, the cost of such repair or concessions will be charged to Participating Dealer by the Participating Auction in accordance with the terms of Participating Dealer's Participating Auction Provider Agreement with the Participating Auction.

## Program Fees

	WHOLESALE DEALERS	NON-WHOLESALE DEALERS
Offer fee	\$20	\$20
Sales success fee	\$275	\$325

## Participating Auction Fees

	WHOLESALE DEALERS	NON-WHOLESALE DEALERS
Clean up, wash and vacuum/deluxe detail	\$30/ \$90	\$30/ \$90
Removal fee	\$15	\$15
Registration and title processing fees*	\$XX	\$XX

\* All applicable registration and title processing fees will be charged to Participating Dealer.

- All Program Vehicles included in the Run Order for a VCI Sponsored Auction Sale are subject to an Offer Fee, as listed within the detailed Program Fee schedule, and all Program Vehicles sold at a VCI Sponsored Auction Sale are subject to a Sales Success Fee, as listed within the detailed Program Fee schedule. Such fees will be cumulated and deducted by the Participating Auction out of the proceeds of the sale of the Program Vehicles for the VCI Sponsored Auction Sale prior to remitting any net proceeds to Participating Dealers.
- All Program Vehicles included in the Run Order for a VCI Sponsored Auction Sale are subject to either a Clean Up Wash & Vacuum fee or a Deluxe Detail fee, as listed within the detailed Program Fee schedule,

based on Participating Dealer's election as set forth on the applicable Auction Request Form. Such fees will be charged by the Participating Auction and deducted from the proceeds of the sale of the Program Vehicles for the VCI Sponsored Auction Sale prior to remitting any net proceeds to Participating Dealers.

- All Program Vehicles that are not sold at a VCI Sponsored Auction Sale are subject to removal by Participating Dealer ("Removed Program Vehicles") and will be charged a Removal Fee, as listed within the detailed Program Fee schedule, by the Participating Auction. Such fees along with the Offer Fees and Wash Fees for any Removed Program Vehicles are immediately due and payable to the Participating Auction. In addition, Participating Dealer will be responsible for making arrangements for and all costs and fees associated with, removing and transporting Removed Program Vehicles from the Participating Auction's facilities to Participating Dealer's facilities or other designated location.
- Other fees and terms and conditions may apply to services provided depending on Participating Dealer's Agreement with a Participating Auction.

## Pricing

The VCI Remarketing Representative will represent dealer vehicles on the block. Participating Dealer authorizes VCI to accept the highest bid if it is within three percent (3%) of the designated Floor Price rounded to the nearest \$100.00.

## Program Limitations

VCI wants to ensure that an optimal sales mix of VCI Vehicles and Program Vehicles are presented at each VCI Sponsored Auction Sale. For this reason, VCI reserves the right, in its sole discretion, to reject any Eligible Vehicles for inclusion in the Program.

## Contact Information and Next Steps

The following documents can be returned by fax or email:

- Completed Participation Agreement and the Limited Power of Attorney. This will need to be returned one time only to participate in the Auction Plus Program.
- The Auction Request Form must be submitted at least seven (7) calendar days prior to a scheduled sale date.

To sign up and/or to download these forms, visit [VCIRemarketing.com](http://VCIRemarketing.com).

For any further questions regarding the program, please email fax or call us at:

Phone: +1 (888) 216 3375

Fax: +1 (847) 573 7412

Email: [auctionplus@vwcredit.com](mailto:auctionplus@vwcredit.com)

Volkswagen Credit

