



# Impact Auto Auctions Rebrands to IAA Global Brand

Effective February 24, 2022

**\*\*\*\*\*Please Review - Important Information Enclosed\*\*\*\*\***

Impact Auto Auctions is officially rebranding to the IAA global brand and will debut as IAA in Canada on February 24, 2022.

As part of our rebranding to IAA, our key online platforms, including our website will redirect to a new URL that will feature updated IAA branding.

**Effective February 24 the following URL changes will take effect:**

Auction Center: [impactauto.ca](http://impactauto.ca) to [ca.iaai.com](http://ca.iaai.com)

Seller Portal: [seller.impactauto.ca](http://seller.impactauto.ca) to [seller-ca.iaai.com](http://seller-ca.iaai.com)

If you have our current URLs bookmarked, please update it to the new URLs indicated above, so that you can continue accessing our site without disruption on February 24<sup>th</sup>.

**Auction Policies and Arbitration Rules** reflecting the IAA brand will be presented online upon login to Auction Center on the 24<sup>th</sup>. Please allow extra time prior to joining an auction to review and accept the updated policies.

If you have any questions, please reach out to our support team:

**Phone:** Canada English 289-374-3919 | French 450-452-4043

**Email:** [buyerservices@iaai.com](mailto:buyerservices@iaai.com)

**Hours:** Mon-Fri 9:00am-5:00pm EST

Thank you very much for your business and we look forward to the next steps of our journey.