

"The Best Investment for Your Company and Used Car Department"

INTERNATIONAL AUTOMOTIVE REMARKETERS ALLIANCE



Who Are We?

It is the mission of the International Automotive Remarketers Alliance to assist, educate, and share knowledge with one another and our industry partners. This way, each member is given the right tools in order to achieve success.

What Are Our Goals?

- To provide a medium through which joint initiatives among Alliance members may be facilitated.
- To develop performance benchmarking for the membership.
- To create a forum where remarketers manage their agenda of important industry topics. Also using this forum to share ideas, knowledge and best practices.
- To share information on legislative and regulatory issues impacting the remarketing industry.
- To provide a lobbying body to address legislative issues.
- To provide a continuing education focused on the support of best practices in the remarketing industry with the goal of maximizing portfolio performance.



Why Join the IARA Canada?

- Networking opportunities from joining the IARA will connect you with clients to keep you always one step ahead.
- Become a better remarketer by informed about technologies, forecasts, threats, and strategies.
- A discounted rate for our CAR (Certified Automotive Remarketing) program that is now the gold standard. As well as other training programs that will be available to you.
- Discuss, develop and learn the "best practices" of the industry.
- Join a forum of remarketers collaborating with peers that will also help build and strengthen the relationships
- Experience international growth and exposure.
- Participate in round table seminars to achieve corporate goals.
- Gain personal skill set improvements to help meet the changing needs of the remarketing environment.



"The IARA has been an organization that ADESA has considered a strong ally in Auto-motive Remarketing. It brings all facets of this unique industry under one roof and serves to enhance our collective goals."

- Nevada Coombs, Executive Sales Manager at Adesa Canada.

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