



Joyride

Impound auctions, the smart way.

INDIANAPOLIS VEHICLE IMPOUND FACILITY

10-acre impound lot with 12 full-time employees handling weekly auctions and 35,000 tows/year

CHALLENGES

- > Administrative and safety burden of running on-site auctions.
- > Grow auction participation and increase bid amounts.

SOLUTION

- > Quickly implement Joyride in midst of pandemic and run successful weekly auctions beginning Spring 2020.

OUTCOMES

- > Bigger pool of motivated buyers exclusively interested in impounded vehicles.
- > Monthly operational savings of \$9,000.
- > Sale price of auctioned cars improves by \$120/vehicle on average.

High-volume Indianapolis impound lot makes pivot to more profitable online auctions.

Joyride's impound auction solution eliminates event expenses and increases revenue by 20%.

BACKGROUND

Running auctions generates important revenue, but is a massive burden for impound lots. The arrival of COVID-19 only accelerated the search for ways to:

- > Grow the pool of bidders
- > Tame the operational chaos and cost of auction day
- > Increase the average bid price and lot revenue

That's what Frank Mecklenburg, Vice President of the Indianapolis Vehicle Impound Facility, wanted when his team started investigating online auction software.

CHALLENGE

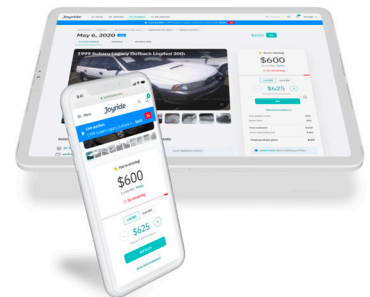
They experimented with, but ultimately abandoned, two solutions because they were either tough to implement, clunky to work with or didn't have workflows specific enough to the needs of an abandoned vehicle auction.

Turnout to the Indianapolis auctions was good, but the perennial auction-day headaches persisted:

- > Burden of security costs and safety liability
- > Cost of hiring auctioneers and jump crews
- > Stress on staff during the typical office rushes of registration and paperwork
- > Ever-present collusive "inner circle" of bidders who discouraged other interested parties from trying to get a good deal on a vehicle

"I actually favor your site's functionality over others. Great job! It's pretty easy and quick to navigate around."

INDIANAPOLIS AUTO REPAIR SHOP



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“We’re drawing a wider geographic pool of more engaged bidders who can participate remotely— which is especially good if you want to bid in more than one auction—and not get shut out by the ‘auction sharks.’ We’ve seen average bid prices improve by about \$120 a vehicle along with \$9,000 in monthly savings from not having to stage auctions onsite anymore.”

FRANK MECKLENBURG

*Vice President, City of Indianapolis
Vehicle Impound Facility*

SOLUTION

Indy goes for a Joyride in April 2020

In spring of 2020, the Indianapolis team ran their first online auction using Joyride. With COVID-19 wreaking havoc on US businesses, there was a silver lining: online solutions were now the only way for buyers to take part.

Although the pandemic slowed full-featured rollout, the Joyride implementation was smooth enough to allow Indianapolis impound staff to transition to online auction management. The new auction platform was promoted via text and printed collateral, quickly building a high-interest bidding pool. Bidders as far away as Chicago started participating in auctions—a welcome first. Increasing the bidding pool both demographically and geographically almost always results in a higher winning bid.

The solution ran easily for organizers and buyers on both desktop and mobile devices, who got real-time information with fewer data entry mistakes; the Indianapolis lot now easily runs an auction every week with Joyride.

RESULTS

With proven metrics, Joyride scales to more vehicle impound facilities

The successful pilot in Indianapolis encouraged both The City and County of San Francisco (CCSF) and the San Antonio Vehicle Impound Facility (SAVIF) to start running their unclaimed vehicle auctions using Joyride.

The cost and liability of running onsite auctions has vanished, lots are less dependent on the price of scrap to generate revenue, and the service is more inclusive to buyers who can't be onsite and don't want to deal with frantic paperwork rushes or aggressive collusion tactics from the usual suspects.

“Each time we do it, it gets easier,” notes Mecklenburg. “Now we've set the stage to onboard more business with towing groups. I think we're looking at the market's inevitable category ruler for running your own auctions profitably and with a lot less pain.”

ABOUT

Joyride

Joyride is an innovative and secure online marketplace that makes it easy and safe to sell impounded vehicles. The automated solution is designed to streamline every aspect of vehicle auctions. Joyride attracts and retains buyers who otherwise would not participate, creating a more efficient market for your unclaimed inventory.

Unlike other auction software designed for a much wider variety of merchandise, Joyride is a dedicated and highly tailored impounded vehicle auction platform that is powerful and easy-to-use.



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Take Joyride for a test drive today!

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