

“InSight provided me with a higher level of trust in my purchase.”

-INSIGHT CUSTOMER



a study performed by the university of california-berkeley showed InSight ECR sales \*advantages of:

**20%** increase in sales probability  
**5%** reduction in arbitrations

**28%** increase in online bids.

**2%** higher sales price

\*versus all other ECRs



## AutoGrade is powered by the InSight standard

### INSIGHT INSPECTION GUIDELINES INCREASE CUSTOMER CONFIDENCE

The InSight inspection process is an industry-first in vehicle inspection standards. InSight provides a more thorough and comprehensive set of inspection guidelines and processes than have traditionally occurred within the industry. InSight's success is founded on the principles of maintaining a non-subjective inspection process, including a minimum 8-point photo package with clear written documentation for specific types, severity, and locations of any discovered damages. As part of the thorough inspection process, InSight also requires inspectors to follow

the NAAA policies adopted by Manheim. Once an InSight inspection has been completed, Manheim's AutoGrade algorithm can process the inspection data and provide a decimal rating system that is agnostic to the vehicle's age. This vehicle rating metric - referred to as AutoGrade - provides an unbiased rating in both the vehicle's wear-and-tear and also potential repairs. Through InSight's careful selection process and training initiatives, certified inspectors and approved vendors have become the reason for InSight's continued brand recognition and credibility.

## empowering customers to make more informed decisions

### EXTERIOR INSPECTION GUIDELINES

InSight inspectors are dedicated to performing thorough and comprehensive inspections on each vehicle. While surface level damage is important and is thoroughly documented, our inspectors are also looking beyond surface level damage. Part of the InSight inspection process is uncovering and disclosing any evidence of previous repairs or hidden damage. Our inspectors document special disclosures such as evidence of hail, flood and biohazard. The InSight exterior inspection process includes inspections of bumpers, panels, wheels, tires, windshield, glass, and the undercarriage. Indications of potential hazards such as rust are also documented.

### INTERIOR INSPECTION GUIDELINES

In a similar fashion to the exterior inspection process, the InSight interior inspection process is not just limited to visual cosmetic assessments of each vehicle's interior. InSight inspectors thoroughly inspect upholstery, carpets, interior trim, options, roof types and equipment for signs of damage, odor and cleanliness. Equipment options such as navigation systems, stereos and especially high value options are tested for functionality and possible mechanical or electronic damage. Customers can rest assured that an InSight ECR contains a complete assessment of the vehicle in an effort to aid in empowering more informed buying decisions.



INSIGHT IS THE ONLY STANDARD IN VEHICLE INSPECTIONS THAT CAN AFFECT RESALE VALUE, BUYING DECISIONS AND RE-MARKETING DECISIONS.

### STANDARDIZATION IN VEHICLE PHOTOGRAPHS

InSight inspections are the only inspections that require a standard 8 photo (minimum) package that include photos of the front left corner, rear right corner, odometer, left-front interior, dash, VIN/ID Sticker, wheel, and cargo area, as well as any damaged areas. An example of the photos can be seen below.



### WHAT IS INSIGHT?

Simply put, InSight is a standard in the vehicle inspection process. InSight is comprised of a multi-faceted inspection process that empowers inspectors to document a vehicle's complete inspection analysis with no bias. InSight integrates a standardized list of inspection guidelines in which, once documented, allow InSight's system to produce the highly acclaimed AutoGrade rating metric - a feature only available on InSight ECRs.

### WHAT SETS INSIGHT APART FROM TRADITIONAL INSPECTIONS?

InSight begins with a thorough process of training and credentialing inspectors. The training emphasizes consistency and baselines during the inspection process. Once an inspector is in the field actively performing vehicle inspections, they will have learned the proper way to document and notate full vehicle assessments through which an

### HOW DOES INSIGHT BENEFIT YOU?

Since InSight is a standard inspection process, you can be assured that each InSight ECR is consistent, neutral, accurate and transparent. The AutoGrade metric is also an industry-first. AutoGrade is a universal and credible metric to evaluate the vehicle's inspection grade without bias toward the age of the vehicle.

### WHAT IS THE ADVANTAGE IN AN INSIGHT ECR?

Purchasing and selling a vehicle is tough - especially in light of the non-standardized quality and depth of disclosure with today's vehicle inspections. However, a vehicle with an InSight ECR, provides a level of trust in standardization during the inspection process which provides both transparency and open disclosure to the customer.