



PRESS RELEASE

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Greater Rockford Auto Auction Invests in Safety in the Lanes

The Greater Rockford Auto Auction (GCAA) has invested in safety for their customers and employees in the sale lanes with the completion of a bollard installation project. 161 total bollards were installed in the 6 lane facility, on both the sale apron approach and inside the sale lanes, to protect people from vehicles. The bollard project had been in the planning and design stages since June of 2017 with a completion in December 2017. This initiative is part of what GCAA is promoting as their “Customer Care Project”. The Customer Care Project includes a full and comprehensive plan for the safety of customers, employees, and vendors of GCAA.

“We are excited to complete our bollard installation as a piece of our Customer Care Project. The safety of our customers and employees is a top priority and the response from everyone has been nothing short of outstanding. We continue to work on new and improved safety initiatives daily as we move forward,” states General Manager, Chad Anderson.

More information regarding the Greater Rockford Auto Auction can be found at www.graa.net.

