



## Salvage Direct Begins Ike Cleanup

*Leading Recycler Leaps Into Action After Hurricane*

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**Titusville, PA - September 23, 2008** - Salvage Direct, a leading salvage auction company, will be forefront in the clean-up efforts after Ike.

"Our advance team was already en route to the disaster zone just two days after Ike hit," says Salvage Direct CEO Dan Hoversten, "and we will have a location secured in the next couple of days. Then we'll begin the recovery process on thousands of boats, cars, and RVs."

The company expects to auction off the hurricane-damaged items in the coming months. The company's focus now is to help its suppliers recover, store, and preserve, total loss claims vehicles in hard to reach areas with some units having to be pulled from flood waters, or from off rooftops.

"It's a massive problem for both consumers and insurance companies - the devastated area is littered with total-loss vehicles," explains President and Founder Bob Joyce. "Often, the only way to begin a clean-up is to remove the vehicles from the area. That's where we come in."

The 11-year-old company helped insurance adjusters 10 days after Hurricane Rita blew through the coast in 2005 and again after Katrina devastated New Orleans. Salvage Direct auctioned close to 3,000 hurricane damaged vehicles after Katrina. After nine hurricanes, catastrophic loss is a specialty that Salvage Direct handles with expertise.

### **About Salvage Direct**

Established in 1998, Salvaged Direct pioneered the online salvage vehicle auction. Whatever the cause of loss, insurance companies select Salvage Direct because of its experience, fast selling cycle times, titling proficiency and simple auction site. SalvageDirect.com is the company's primary sales outlet where the company lists insured total-loss cars, trucks, motorcycles, boats, and heavy and construction equipment. See [www.salvagedirect.com](http://www.salvagedirect.com)

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