

From lot space challenge and time-consuming sales process to revenue-generating online auctions



Established in 2021, Axle Towing & Impound is a growing business servicing the Phoenix Metropolitan area and surrounding communities.

They provide local towing, parking enforcement, and impound services, and offer additional solutions such as notary, private property impound, and more.

The Challenge:

Axle Towing & Impound was facing increasing operational strain due to limited lot space and the time-consuming process of selling vehicles to private buyers.

The Solution:

In August 2025, Axle Towing & Impound transitioned existing vehicle sales process to Autura Marketplace.

With the Autura Marketplace platform and professional service support, in just three months Axle Towing & Impound experienced:

- **Rapid Inventory Turnover** — successfully moving 130 vehicles, no transport arrangement required
- **Targeted Marketing Outreach** — driving buyers to Axle's weekly auctions via strategic email and SMS campaigns
- **Buyer Engagement Support** — facilitating direct connections with interested bidders, enhancing buyer confidence, and accelerating decision-making
- **Seamless Transactions** — enabling secure, online payments and proactive post-sale communication, ensuring smooth, reliable transaction processing.

Case Study Snapshot

Company: Axle Towing

Locations:
Apache Junction and Phoenix, AZ

Challenges:

- Lot space limitations
- Time-consuming unclaimed vehicle sales processes
- Manual effort consuming resources needed for core business operations

In Just 3 Months, Axle Towing & Impound Achieved:

- **\$120K+ Rev. Generated**
- **\$1K+ ASP, and Growing**
- **80+ Unique Bidders Engaged with Listings**
- **Income Consistency via Autura Verified Payment (AVP)**

With Autura Marketplace, Axle Towing & Impound transformed their logistical challenge into a revenue-generating growth opportunity.

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The Autura logo, featuring the word "autura" in a lowercase, sans-serif font. The letter "a" has a blue triangle pointing upwards above it, and the letter "u" has a blue triangle pointing downwards below it.