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***For Immediate Release***

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**PAR North America Launches PAR Platinum Plus Certified Program**

*Carmel, IN*—PAR North America, a subsidiary of ADESA, announces the launch of its vehicle certification program. PAR Platinum Plus Certified offers buyers a seven-day mechanical guarantee—with no restrictions on mileage or model year. To promote standardization and ease of use, menu pricing is already in place at all auction locations within the PAR network, and AutoIMS will be utilized for transmitting all reconditioning estimates electronically.

“We recently rolled out this program at select locations and have already received positive feedback from purchasing dealers and, at the same time, have recognized a significant retention lift for our clients,” explained Jerry Kroshus, president and COO, PAR North America. “We are pleased to offer our buyers and clients a comprehensive program to further increase dealer confidence when buying in the PAR lanes.”

In his previous roles with companies such as HSBC Auto Finance and CitiFinancial Auto, Kroshus gained extensive experience implementing successful certification programs. He oversaw the design and implementation of the PAR Platinum Plus Certified program to ensure it is easy to administer to PAR clients, auctions and buyers. The timing couldn't be better for such a program with the recent addition of Rich Levene as PAR's national remarketing director. “Rich has 15-plus years of remarketing experience and has served on both the bank side and the auction side of the business. He is well-versed in the areas of certification models, reconditioning and AutoIMS, and he truly understands our clients' unique needs.”

With the increase in e-commerce within the remarketing industry, the PAR Platinum Plus Certified program will benefit online buyers. “This type of certification program will help increase our Internet penetration levels for our PAR clients, and will also give buyers greater assurance when purchasing online. This is especially true for dealers who are interested in purchasing repossessed vehicles—as the risk associated with this product is typically higher.”

**About ADESA**

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 61 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host both physical and Internet auctions. Through its related subsidiaries of AutoVIN® and PAR North America, it is also able to provide additional services including inspections, inventory audits and

remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit [ADESA.COM](http://ADESA.COM) for details.

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