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**PAR North America Creates Alliance with Complete Portfolio Assistance**

*Carmel, IN*—PAR North America, a subsidiary of ADESA, announced they have entered into an alliance with Complete Portfolio Assistance (CPA), a company based out of Temecula, Calif. PAR will remarket vehicles generated from the CPA network of franchised and independent dealers, specifically targeting their buy-here, pay-here portfolios.

“We are actively working to extend our scope into buy-here pay-here portfolios and to provide dealers with an alternative to sell mass volumes quickly and efficiently,” said Jerry Kroshus, president and COO, PAR North America. “With 61 ADESA sites and 151 Insurance Auto Auction (IAA) locations within the KAR Holdings family, we have strong nationwide coverage to provide quality service to the CPA network.” PAR will also work closely with the IAA National Remarketing Center in Clinton, Maine, to ensure all CPA vehicles are channeled to the correct location based on vehicle type and condition.

Dave Cole, president of CPA, also recognizes the multiple advantages of this alliance. “PAR can help route our dealers’ vehicles to the proper venue, ADESA or IAA, and their Internet platforms will also give us a global reach. The PAR Remarketing Program enables our dealer network to take full advantage of PAR’s Platinum Plus Certified Program, along with all of their other services such as menu pricing, optimal lane positioning, value-added reconditioning, title services and pre- and post-sale audits to name a few.”

Kroshus concludes, “Helping dealers with their buy-here, pay-here portfolios just makes good business sense. It is another way dealers can partner with the ADESA family of companies to enhance their overall vehicle remarketing experience.”

**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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