



June 16, 2009

For Immediate Release

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ADESA, Toyota Dealer Direct Achieve Record Sales Volume

Carmel, IN—ADESA and Toyota Financial Services (TFS) today announced the Toyota Dealer Direct online auction platform reached its highest sales volume during the first four months of this year. Moving thousands of Toyota and Lexus cars per month, Toyota Dealer Direct also had its eight largest single sale days during January, March and April.

“Reaching top sales during these challenging times is a result of great product and tremendous teamwork coming together,” said Jason Ferreri, ADESA vice president of e-business, sales and operations. “This platform continues to perform remarkably well on a consistent basis.”

In fact, Toyota Dealer Direct reached record numbers with a 91 percent growth in sales from 2007 to 2008. Then, the site has since experienced an additional 65 percent growth through May 2009 over the record-breaking 2008 numbers. On top of this, Toyota Dealer Direct set a single week sales record in the first week of June.

ADESA’s Toyota Dealer Direct Web site is a dedicated online auction platform that provides Toyota and Lexus dealers with the opportunity to buy from each other as well as purchase vehicles owned by Toyota Financial Services and Lexus Financial Services before they are sent to physical auctions. In addition, only Toyota or Lexus dealers can participate. Toyota Dealer Direct provides a great convenience and allows Toyota and Lexus dealers to closely manage their used car inventory, quickly locating vehicles they need.

“The success of Toyota Dealer Direct is the commitment between Toyota Financial Services / Lexus Financial Services and our dealers,” said Ralph Fisco, national remarketing manager for TFS. “We are encouraged that our dealers are reacting positively to the system enhancements and features that have been recently incorporated. In addition, the service level we receive from ADESA allows us to remain competitive in the upstream environment.”

Toyota Financial Services has partnered with ADESA on its Toyota Dealer Direct site for the past six years. Top-selling Toyota models this year are the Tundra, Lexus RX330, 4Runner and Camry.

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 for details.

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