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***For Immediate Release***

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**ADESA Opens New Auction in Guadalajara, Mexico**

*Carmel, IN*—ADESA today announced that it has expanded its reach in Mexico with the opening of a new used-vehicle auction in Guadalajara. ADESA entered the Mexico used-vehicle market in 2002 with its first location in Toluca-Mexico City.

“The time has come for us to further expand our operations in Mexico,” said Benjamin Skuy, executive vice president of international markets for KAR Holdings. “Our business in this area has shown steady growth during the past few years, and our customers needed an additional location from which to sell their vehicles. As one of the three largest cities in Mexico, Guadalajara was the natural next step for our expansion.”

“We are extremely pleased with our success in Mexico thus far,” said Michel Gillies, managing director of ADESA Mexico. “We are fortunate to have as customers almost every large factory, manufacturer finance, rental and leasing companies operating in Mexico, which enables us to offer our dealers a wide selection of inventory.”

Estanislao “Stan” Suarez will serve as general manager of ADESA Guadalajara and report directly to Gillies. “I look forward to working with Stan,” continued Gillies. “He has extensive operation skills that will be very important in the development of this new location.”

ADESA Guadalajara will have reconditioning, detailing and transportation capabilities. It will also provide 24-hour vehicle reception, storage, a dealer business center as well as auction-day catering. The auction will host its first sale September 25.

The addition of ADESA Guadalajara now gives ADESA 62 whole car auction locations in the United States, Canada and Mexico.

**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 62 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. ADESA LiveBlock simulcasts vehicles worldwide. ADESA DealerBlock offers two ways to buy: bid-now sales events or buy-now pricing 24/7. 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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