



September 16, 2009

For Immediate Release

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ADESA Sacramento Holds Multi-Million Dollar Specialty Sale

Carmel, IN—ADESA Sacramento today announced that it sold nearly \$4.5 million worth of commercial finance inventory of motorized and towable RVs at a recent specialty sale.

“It was a wildly successful sale, with great participation from buyers both online and in the lane,” said Lisa Staub, national operations manager of marine and RV for ADESA. “The attendance was impressive, particularly among RV dealers, and the energy on the floor was just amazing.”

ADESA Sacramento had a 100 percent conversion rate at this event, with RV sales making an especially strong showing. Available units included everything from basic styles to top-of-the-line, country coach motor homes featuring numerous luxury options. Model years ranged from 2007 to brand-new RVs.

“We look forward to many more specialty and RV sales at ADESA Sacramento,” said Jane Morgan, president of ADESA’s specialty sales division. “Both Lisa and General Manager Chris McGinness have done a phenomenal job in making this sale such a success, and they are always willing to go that extra mile to make our specialty sale customers feel truly cared for.”

ADESA Sacramento features specialty sales the first Thursday of each month. For a complete list of all ADESA specialty sales, visit ADESA.com.

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 for details.

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