



February 8, 2010

For Immediate Release

Darci Valentine
darci.valentine@adesa.com
317-249-4414

ADESA Promotes Jeff Bescher to Senior Vice President of Sales

Carmel, IN—ADESA today announced that Jeff Bescher has been promoted to senior vice president of commercial sales and operations. Bescher will report directly to Bob Rauschenberg, executive vice president of sales and marketing.

“Jeff is a well-respected sales executive with a proven track record with customer relationships,” said Rauschenberg. “He brings a diverse skill set to our management team with a background in auction operations, sales and finance as well as remarketing.”

Bescher added, “I would like to thank my team for their hard work and support. I’d also like to take this opportunity to acknowledge the close working relationship and direct communication between our customers, our sales team and operating management.”

Bescher returned to ADESA in 2007 in the role of vice president of sales. He previously served with ADESA as director of sales, national accounts, from 1995-2005. Bescher has held numerous management positions in the auto remarketing industry, including group vice president, remarketing and fleet services for Emkay, Inc. Other key roles include regional marketing manager for GE Capital Auto Leasing and regional sales manager for Manheim Automotive Financial Services.

Bescher holds a bachelor’s degree from the University of Notre Dame.

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 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.

###