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ADESA Dealer Preferred Program Offers Unique Guarantee

Carmel, IN—ADESA has announced that its Dealer Preferred program, an innovative buying and selling opportunity, provides dealers with a 60-day, buy-back guarantee.

The nationwide rollout of this program at ADESA auctions means dealers can easily buy frontline inventory. “It’s really a win-win situation for dealers,” stated Tim Zierden, ADESA’s vice president of dealer consignment. “Dealer Preferred gives buyers guarantees and sellers premier lane placement—which creates both buying and selling confidence.”

Dealer Preferred works like this: sellers pay a nominal fee and receive the best lane placement and a full condition report for qualified vehicles. With complete condition reports, including vehicle photos, Dealer Preferred vehicles are advantageously positioned for sale in the lane and online via LiveBlock and DealerBlock. This online placement yields greater selling exposure to move qualified frontline inventory through the lanes.

Vehicles sold through the Dealer Preferred program must meet the following criteria:

- Five years or newer
- 100,000 miles or less
- Clean vehicle history report

After purchasing a Dealer Preferred vehicle at an ADESA auction or online, buyers receive a free post-sale inspection and a 60-day, buy-back guarantee. With this guarantee, buyers can return a vehicle within 60 days and receive back 95 percent of the purchase price, (not including costs for transportation, buyer fees or any other expenses incurred when returning the vehicle).

The great part of this guarantee for dealers is that they can purchase a vehicle, try to sell it on their lot and return it within 60 days if it doesn’t sell. Dealers virtually eliminate any buying risk with the Dealer Preferred program—and it’s a great way for them to test out different types of frontline inventory on their sales lots. They may unexpectedly find a certain make or model becomes a core inventory unit for buyers in their area.

To learn more about the ADESA Dealer Preferred program, contact your local ADESA auction and ask for the dealer sales and services manager.

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 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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