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For Immediate Release

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ADESA Cincinnati-Dayton, GE Remarketing to Raise Money for United Way

Carmel, IN—ADESA Cincinnati-Dayton and GE Remarketing are raising money for United Way by selling raffle tickets for a go-kart giveaway. This is all part of the GE Remarketing promotion, “Race to Give.” This also supports General Electric’s corporate charitable giving campaign “Make Your Money Matter with GE and United Way.”

The go-kart design resembles an Indianapolis 500 racecar. It’s white with custom graphics and is constructed with an extended size with a six horsepower engine that has an electric start. The drive is live axle with a torque converter and it has disc brakes.

“This is a great cause, and we’re pleased to be working with GE Remarketing to raise money for such an important organization,” said ADESA Cincinnati-Dayton General Manager Geoff Parker. “The United Way helps so many people.”

For a chance to win the go-kart, dealers can purchase raffle tickets during the September 28 GE Remarketing sale and fundraising event. Money for the United Way will also be raised that day by selling tickets to play Nintendo Wii for prizes. In addition, ADESA Cincinnati-Dayton will be providing free lunch to dealers, handing out ADESA hats, water bottles, shirts, and free post-sale inspection certificates, coupons for \$25 off the buy fee and gift cards worth up to \$50.

The winner of the go-kart will be selected during the Tuesday, September 28, sale which begins at 10:30 a.m. EST. This sale will feature more than 100 units, featuring popular models like Chevrolet Impala, Chevrolet Malibu, Pontiac Grand Prix, Saturn Vue, GMC Yukon and more.

About ADESA

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of 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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