



August 6, 2010

For Immediate Release

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

ADESA Promotes Chad Ruffin to Executive Director of Sales

Carmel, IN—ADESA today announced that Chad Ruffin has been promoted to executive director of sales for the national sales team, effective immediately. Ruffin will report directly to Jeff Bescher, senior vice president of sales.

“Chad has extensive auction experience and great client relationship skills,” said Bescher. “He’s great at motivating others—and customers know they can rely on him. During his years in the automotive remarketing industry, as well as working with various auction chains, many people in the industry already know and respect him.”

Most recently, Ruffin served as general manager of ADESA San Diego. Previously, he spent four years as assistant general manager at ADESA Los Angeles. Prior to joining ADESA, Ruffin served in various positions at Manheim for six years, including Ford account manager and reconditioning manager. Ruffin also is experienced in the banking side of the automotive industry, working in remarketing at Arcadia Financial, CitiFinancial and HSBC Auto Finance.

Ruffin is a graduate of the Mendenhall School of Auctioneering, located in High Point, N.C., a member of the National Auto Auction Association and has more than 15 years of automotive industry experience.

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.