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***For Immediate Release***

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**ADESA Launches LVX, a Luxury Vehicle Exchange for Top-Line Vehicle Market**

*CARMEL, Ind.* — ADESA today announced that it has launched LVX, a new auction experience designed specifically for the top-line vehicle market. This national online-only event is tailored to meet the unique needs of the company's luxury customers. The first sale is Wednesday, October 27, at 1 p.m. ET.

"It was time to rethink the luxury auction venue and create the most robust marketplace possible," said ADESA President and CEO Tom Caruso. "We know that dedicated sale environments work. But we wanted to take that a step farther with increased selection and concierge service in one place at one time."

This new luxury vehicle exchange is a LiveBlock-only national auction event featuring fresh inventory from Audi, BMW, Mercedes-Benz and Porsche. All ADESA.com registered dealers are welcome to join the LVX October 27 sales event to bid on more than 250 vehicles. To ensure nationwide coverage, participating consignors will ground their vehicles at the following ADESA locations:

- Audi Financial Services—Boston
- BMW Financial Services—Boston, Dallas, Washington, D.C.
- Mercedes-Benz Financial Services—Boston, New Jersey, Washington, D.C., Indianapolis and Los Angeles
- Porsche Financial Services—Boston

Dealers are welcome to preview inventory. Run lists and detailed condition reports including photos will be available prior to the event and updated regularly. Visit [luxuryvehicleexchange.com](http://luxuryvehicleexchange.com) for details. Concierge service is also available for this national online event. Contact Shayne at 317-507-1009 for assistance.

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**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 63 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](http://ADESA.com) for details.

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