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**For Immediate Release**

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**ADESA and NADA University Host Free Informational Series**

*Carmel, IN*—ADESA and NADA University are hosting an informational seminar at ADESA Golden Gate on Thursday, October 21, at 1 p.m. PT. This Industry Insight series covers the latest market trends, new mobile technology and innovative business strategies for the used-car industry.

ADESA and NADA University held the first Industry Insight seminar last month at ADESA Dallas. “We are always looking for new ways to share information with dealers,” said ADESA Vice President of Dealer Consignment Tim Zierden. “We were pleased by the turnout at our first seminar and look forward to connecting with dealers at ADESA Golden Gate.”

Speakers and topics for this Industry Insight seminar include:

- Les Abrams, instructor, NADA Academy: used vehicle inventories
- Doug Hadden, manager of training and development, DealerTrack AAX: new technologies and applications
- Tom Marr, founder and president, Autoniq: mobile technologies and trends
- Tom Kontos, executive vice president of customer strategies and analytics, ADESA: market review update

“We chose to host this seminar during the lunch hour so we’re able to include as many dealers as possible, said ADESA Golden Gate General Manager Greg Beck. “Dealers can enjoy a free lunch, interact with industry leaders and network with other dealers.”

This Industry Insight seminar, which includes a free lunch, is October 21 at ADESA Golden Gate, 18501 W. Stanford Road, Tracy, Calif. Seating is limited; register at [adesasource.com/industryseries](http://adesasource.com/industryseries) or call ADESA Golden Gate at 209-839-8000.

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

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