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ADESA Canada Discusses Legislative, Policy Changes

Mississauga, ON—Today ADESA Canada noted that the wholesale remarketing industry had adapted well to significant changes since the start of the new year. Throughout 2009, ADESA and its customers were focused on preparing for the implementation of the Ontario Motor Vehicle Dealers Act (2002) on January 1.

According to Stéphane St-Hilaire, president of ADESA Canada, even though the Act was intended primarily to enhance consumer protection laws pertaining to the purchase of used vehicles in Ontario, ADESA was absolutely committed to ensuring that the large commercial sellers, including the manufacturer finance, rental and leasing companies, were supported in their wholesale remarketing practices as well.

“MVDA was a dominant topic at our customer advisory board meetings throughout 2009,” said St-Hilaire. “We are very proud of the cooperative work that took place in that forum to ensure we were all prepared for the implementation date.”

Part of this work was to update and implement auction policies that were consistent with the Act to ensure that ADESA was operating in concert with vehicle sellers, buyers and the regulatory bodies for the benefit of the entire industry. These new policies were enacted January 1 to coincide with the Act and have been well-received by the industry’s stakeholders.

“MVDA has been big news, but we did not want to comment too early,” St-Hilaire noted. “Now, three months into the year, we feel comfortable with the way we have rolled out and supported the changes. There were some early challenges, but that is to be expected when something of this magnitude is launched. The cooperation among industry players to resolve any challenges has been impressive.”

Doug Collis, remarketing sales manager for Ford of Canada, agrees. “We recognize the complexity of such changes and appreciate the efforts to bring about an industry standard for Canada,” noted Collis. “ADESA was able to balance the needs of multiple large customers while implementing an infrastructure that works for us and our Ford buyers at every auction from St. John’s to Vancouver.”

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As a company providing full-service, all-channel remarketing programs, ADESA notes that its ability to support the MVDA disclosure obligations, all the way from grounding to upstream and midstream sales and into the physical auctions, was critical for numerous consignors.

“In our role as an industry leader, we knew we had to work in conjunction with a number of other key service providers and deliver results for our customers,” said Trevor Henderson, vice president of e-business and business development for ADESA. “We had significant collaboration with those auctions and vehicle information providers, all for the benefit of the industry.”

Henderson points to the relationship with Nissan Canada Finance as an example of how things had to come together from various processes and systems in order to ensure compliance.

Gord Campbell, manager of remarketing for Nissan Canada Finance, agrees. “With ADESA supporting our lease termination program, including upstream sales, as well as conducting physical auctions from coast to coast, it was essential that they had a handle on the requirements and were able to execute, which they have,” said Campbell. “Our dealers and buyers are benefiting from the transparency and national consistency in the process.”

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 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 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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