



December 12, 2011

***For Immediate Release***

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

**ADESA Announces Enhanced Market Guide**

*Carmel, IN*—ADESA today announced that the company has released an enhanced market guide. The new ADESA Market Guide (AMG) now incorporates sold vehicle data from all AuctionPipeline independent auctions.

This collaboration allows the AMG to calculate wholesale vehicle values based on a considerably larger sampling of auctions. More transactions on a local and national level mean more robust information for customers.

“The new ADESA Market Guide makes it easier for our customers to make informed pricing decisions,” said ADESA President and CEO Tom Caruso. “I’m pleased to partner with AuctionPipeline to include their data in our wholesale vehicle averages.”

The combined sold vehicle data is available in both the AMG as well as Auction Pipeline PAR, the company’s vehicle valuation resource. This market guide enhancement is part of Plus, an online cooperative between ADESA and AuctionPipeline that shares resources to benefit consignors, dealers and auctions. Plus combines the online resources of both auction companies to create a larger selection of vehicles, as well as a broader and more diverse buyer base.

Customers can access the enhanced market guides including information about Plus at ADESA.com and AuctionPipeline.com.

**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 70 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.

# # #