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For Immediate Release

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

ADESA Kansas City Awarded WFAF Most Improved Auction of the Year

Carmel, IN— ADESA announced today that Wells Fargo Auto Finance (WFAF) recently awarded ADESA Kansas City the 2010 Most Improved Auction of the Year.

“We value our relationship with Wells Fargo Auto Finance, and we’re pleased to accept this award,” said Harold Chapman, ADESA Kansas City general manager. “Our team is committed to listening to our customers’ individual needs and providing them the top level of service possible.”

This award is based on the auction’s 2010 performance in areas such operational efficiencies, marketing and communications as well as retention and sale results.

“We consider the auctions to be an important partner in the remarketing process,” said Howard Segal, Wells Fargo Auto Finance vice president of remarketing. “ADESA Kansas City and Fleet/Lease Manager Cindy Kuhn are extremely proactive in regards to our account, and we appreciate their hard work and attention to detail.”

Chapman added. “We are honored by this recognition, and we look forward to supporting Wells Fargo Auto Finance for many years to come.”

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 for details.

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