



February 7, 2011

For Immediate Release

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

PAR North America Acquires Associate Fleet

CARMEL, Ind. — ADESA today announced that PAR North America, a subsidiary of ADESA, has acquired Associate Fleet, a remarketing company based out of Seattle, Wash.

“Associate Fleet is an established remarketer of used vehicles and a great match for our business model,” said PAR North America President Jerry Kroshus. “This acquisition allows PAR to remain highly competitive in the remarketing industry while further expanding our presence in the credit union space.”

Associate Fleet has been selling fleet and repossessed vehicles since 1984 to customers throughout the Pacific Northwest, focusing mainly on Washington, Idaho, Oregon, Alaska and Hawaii. The company also sells a large volume of recreational vehicles, including boats, motorcycles and personal watercraft.

“We look forward to leveraging this acquisition to further benefit our customers,” said Kroshus. “Combining PAR’s expertise in complete vehicle remarketing with Associate Fleet’s experience and knowledge in the industry will mutually benefit everyone.”

PAR North America is a nationwide provider of vehicle transition services, including repossession placement, remarketing, titling, skip-tracing and end-of-lease term services. The latest in Web-based technology connects PAR’s clients and vendors with customized, real-time remarketing solutions.

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.

###