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***For Immediate Release***

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**ADESA Names Two New Directors of Strategic Dealer Sales and Services**

*Carmel, IN*—ADESA today announced that Doug Hadden and Mike Waterman have been named directors of strategic sales and services for the company's dealer services division and will be reporting directly to Tim Zierden, ADESA vice president of dealer sales and services

"The addition of Doug and Mike to our team enhances our capacity to serve our dealer customers and further strengthens our ability to provide personalized support to them on an individual basis," said Zierden. "Our dealers will really benefit from their industry knowledge and wide range of experiences."

Hadden has served in a variety of positions during his many years in the industry. At the dealership level, he has experience in nearly every department, from lot porter, mechanic and service writer to new and used car sales. He's also held dealership management positions such as finance manager, sales manager and general manager. Hadden then joined Bank of America as the company's vice president of remarketing, west coast. Later, Hadden served as a regional sales manager for Joe Verde Sales Training, where he had the unique opportunity to train with some of the most sought-after speakers in the automotive industry. He is a regular speaker at industry events and workshops, including NADA, NAAA, NRC, CPO Forum, POADA and Digital Dealer Conference.

"I really understand dealerships and what it takes to make them successful," said Hadden. "I look forward to sharing what I've learned with ADESA's customers and helping them to grow their business."

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Waterman brings more than 20 years of automotive experience to his role at ADESA. From retail and wholesale to software and management systems, he has held positions of increased responsibility during his time in the industry. Prior to joining ADESA, Waterman served as vice president of sales at DealerWire, and most recently the director of sales for inventory management at Dealertrack. A highly regarded speaker of best practices in inventory management, he is a regular contributor and panelist at industry events. Waterman holds a bachelor's degree from Kent College.

"I'm excited for ADESA's dealer customers to take advantage of my unique mix of professional experience and industry knowledge," said Waterman. "I've worked with public and private dealer groups, 20-groups, industry groups and more, and I really enjoy helping dealers be successful and grow their market share."

### **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.

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