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For Immediate Release

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ADESA, Toyota Announce Launch of New Dealer Direct Website

Carmel, IN—ADESA and Toyota Financial Services (TFS) today announced the launch of their online auction platform, the new Dealer Direct. Toyota Financial Services has partnered with ADESA on its Dealer Direct site for eight years.

“We have created a one-stop solution for our Toyota and Lexus dealer customers by fully integrating each step of the lease-return process on a single site,” said Jason Ferreri, ADESA vice president of e-business, sales and operations. “Thanks to the hard work of both the TFS Remarketing team and our dedicated e-business team, the new Dealer Direct is a powerful channel for sourcing, managing and purchasing inventory.”

Dealers agree. “The new Dealer Direct is very user friendly,” said Tom Montilli from Penn Toyota in Long Island, New York. “It is definitely faster than the old site, and I love the Carfax function. It gives us an edge when we bring cars in off lease.”

Mike Schmit from Lexus of Roseville in Roseville, California, also shared, “I really like the Buy Now feature and the new condition reports are great! I love the functionality in the CR to allow you to drill into the pictures and take a closer look at parts of the car.”

The new Dealer Direct includes new features and enhanced functionality, including:

- Quick and easy, 24/7 grounding
- Buy Now feature for 24/7 vehicle purchasing
- Grounding and Purchasing all on one website
- Convenient electronic funding and payments
- TFS/LFS floorplan financing
- 24/7 Watchlist notification tracks vehicles of interest
- Purchase Performance benchmarking feature

“The input and feedback of our dealers directly influenced the new website design and content,” said Mike Reid, national remarketing manager for TFS. “Our tagline really says it all, ‘Simplified Processes...Maximized Results.’ I’m confident the new Dealer Direct will give our dealers a competitive advantage in the upstream environment.”

Dealer Direct is a dedicated online auction platform that provides Toyota and Lexus dealers with the opportunity to purchase quality, off-lease vehicles Toyota Financial Services and Lexus Financial Services before they are moved to physical auctions.

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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