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AuctionTrac Offers Advanced Labor Tracking with GPS Capabilities

Carmel, IN— It turns out AuctionTrac, a subsidiary of KAR Auction Services, Inc., tracks more than just cars. Its satellite-base, GPS technology system is equally effective in managing the ever-changing labor needs of wholesale used-vehicle operations.

According to Michael Newman, senior vice president of AuctionTrac, auctions can also utilize this technology to design an effective operations budget. “Hands down, the number one expense at auctions is operations—the cost to move cars around the property. AuctionTrac takes the guesswork out of it. Once you measure it, you can manage it.”

AuctionTrac’s advanced labor tracking assigns metrics to each step of the auction process, from pre-sale and post-sale to the unique employment needs of auction sale days. The same technology that makes AuctionTrac a leader in vehicle tracking allows the company to also increase employee efficiencies and reduces labor expenses.

Currently, 27 of ADESA’s 70 auctions utilize AuctionTrac. “The AuctionTrac technology has generated a savings of 10 percent to 15 percent of lot labor costs at each of the sites where it has been implemented,” said David Vignes, executive vice president of enterprise optimization for KAR. “We will continue to integrate this technology into our remaining auction locations throughout North America.”

AuctionTrac’s labor-tracking system includes a comprehensive on-site employee training program as well as ongoing online instruction tools. Once underway, AuctionTrac is able to produce robust reports almost immediately for labor tracking, accountability and productivity.

About KAR Auction Services, Inc.

KAR Auction Services, Inc. (NYSE: KAR) is the holding company for ADESA, Inc., (“ADESA”), Insurance Auto Auctions, Inc., (“IAAI”) and Automotive Finance Corporation (“AFC”). ADESA is a leading provider of wholesale used vehicle auctions with 70 North American locations and its subsidiary OPENLANE provides a leading Internet automotive auction platform. Insurance Auto Auctions is a leading salvage vehicle auction company with 159 sites across North America. Automotive Finance Corporation is a leading provider of floorplan financing to independent and franchise used vehicle dealers with 89 sites across North America. Together, KAR Auction Services provides a unique, comprehensive, end-to-end solution for our customers’ remarketing needs. Visit karauctions.com for additional information.

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