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For Immediate Release

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ADESA Customers Now Have Access to OPENLANE Inventory

Carmel, IN— Just months after announcing the acquisition of OPENLANE, a leading Internet auto auction company, ADESA has already launched a single-sign on function on ADESA.com. Customers visiting ADESA.com need to sign in only once to view online wholesale inventory on both ADESA.com and OPENLANE.com.

“Facilitating easier access to an even larger pool of inventory is just the beginning,” said ADESA President and CEO Tom Caruso. “ADESA and OPENLANE will continue to work together to build services that benefit our customers and provide end-to-end remarketing solutions for our industry.”

ADESA and OPENLANE already serve the same client base: major commercial accounts and dealers throughout the United States and Canada. Now, this customer base has access to more diverse upstream, mid-stream and downstream solutions for their unique remarketing needs.

“Our businesses really complement each other,” said OPENLANE President and CEO Peter Kelly. “Partnering our online offerings with physical auction locations positions us to deliver a more robust marketplace for our customers, not to mention the added convenience and enhanced services they’ll enjoy from a single sign-on for both websites.”

Customers will need a current ADESA.com and OPENLANE.com account to utilize the new single-sign on functionality via ADESA.com. For more information or to register for an OPENLANE account, call OPENLANE at 866-969-0321 or email dealer_info@openlane.com.

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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