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For Immediate Release

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ADESA, OPENLANE Combine Sales and Marketing Teams to Further Enhance Customer Experience

Carmel, IN—KAR Auction Services today announced that it has integrated the national sales and corporate marketing divisions of ADESA and OPENLANE to build a single sales and marketing team.

“From day one, I’ve said that integration will be critical to our success, and that is exactly what we are doing,” said KAR CEO Jim Hallett. “We have combined the strengths of our two companies to create a single customer relationship management team.”

This integration comes on the heels of the company’s recent announcement that it had combined both the dealer services divisions and e-business responsibilities at ADESA and OPENLANE.

“Our customers have asked for a single point of contact for their physical, virtual—and in some cases—salvage remarketing needs,” continued Hallett. “Bringing this under a single leadership will benefit the overall customer experience and enable us to provide a more personal response to our customers’ needs. One company, one voice.”

ADESA and OPENLANE serve the same customer base, including major commercial accounts and dealers throughout the United States and Canada. A single dedicated team will now oversee the company’s end-to-end solution across all remarketing channels.

Effectively immediately, Jason Ferreri will lead commercial sales and Carol Sewell will head marketing. Both will report directly to Bob Rauschenberg, ADESA executive vice president of sales, marketing and special services.

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 69 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 160 sites across North America. Automotive Finance Corporation is a leading provider of floorplan financing to independent and

franchise used vehicle dealers with 103 sites across North America. Together, KAR Auction Services provides a unique, comprehensive, end-to-end solution for our customers' remarketing needs. Visit karauctionservices.com for additional information.

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