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For Immediate Release

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ADESA Launches next.ADESA.com for OPENLANE customers

Carmel, IN— Just 14 months after announcing the acquisition of OPENLANE, ADESA has already launched a new website built on OPENLANE’s industry-leading technology. The website—next.ADESA.com—will replace the post-login pages of OPENLANE.com.

After dealers log in to OPENLANE.com, they will now find a new user experience—next.ADESA.com—and will buy and sell cars on this new platform.

“This is the next step as we continue to move the ADESA marketplace to OPENLANE technology,” said ADESA President and CEO Tom Caruso. “We have a strong team of talented people with technical expertise. They have invested a lot of time and hard work to make this happen. We will continue to work together as we develop remarketing solutions for our customers.”

ADESA.com will operate business as usual for the next few months. The only change users will see is that ADESA DealerBlock is back and better, because of OPENLANE technology. DealerBlock is the company’s online auction platform, offering bid-now events and buy-now pricing.

“I am excited about what next.ADESA.com means for our customers,” said OPENLANE President and CEO Peter Kelly. “They now have all inventory channels available in one place—run lists, LiveBlock and DealerBlock—both in lane and online. We are one step closer to building a unified online venue for remarketing vehicles upstream, mid-stream and at auction.”

On next.ADESA.com, LiveBlock inventory with condition reports will be added in a staged approach, one auction at a time, during the next few months. Then, early in 2013, next.ADESA.com will transition to ADESA.com—now fully integrated to serve vehicle remarketers both at auction and online.

Customers will need a current ADESA.com or OPENLANE.com account to utilize next.ADESA.com. For more information or to register for an account, call ADESA Customer Connection at 888-526-7326 or email customerconnection@adesa.com.

Not a registered dealer but interested in learning more about next.ADESA.com? Visit adesa.com/whatsnext.

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 68 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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