

## **A Partnership to Bring Some Peace of Mind to Canada's Used Car Industry**

### **ADESA Canada announces partnership with CarProof Vehicle History Reports, resulting in major strides in transparency for used vehicle buyers in Canada.**

LONDON, ON, May 30, 2012 – ADESA Canada, the country's largest vehicle auction service is partnering with CarProof, Canada's most trusted vehicle history report provider, to offer CarProof reports on the vast majority of dealer, public and local fleet vehicles consigned at auction, on DealerBlock and OPENLANE, effective June 1, 2012.

"We are pleased to be partnering with CarProof to offer a more transparent experience for our customers – it takes their ability to buy with confidence to the next level," said Stephane St-Hilaire, President of ADESA Canada. "Transparency in the used car business is increasingly becoming a topic of conversation and we feel that this is a positive change for both vehicle buyers and sellers."

The benefits to ADESA Canada customers however, are only the beginning. If a dealer is purchasing the vehicle to re-sell for example, that CarProof report will follow the vehicle to the ultimate buyer. The result is the advantage of complete information for all those involved in the transaction process and the confidence that comes with peace of mind for the individual who ultimately buys it.

When asked what makes CarProof the report that Canadians rely on, Marty Meadows, Vice-President of Strategic Accounts and Business Development at CarProof, said it's the fact that the company provides the best information, the best customer service and total impartiality. This is a combination that results in consumer trust and confidence. "When you think about it, cars change owners. They may be involved in accidents, they could have come from different countries – the details of a particular vehicle's past are always changing. The one constant throughout those changes however, is CarProof; we follow that vehicle from when it rolls off of the assembly line through its entire life, and share that information with each new individual that interacts with it. You don't have to rely on what someone is telling you about its history because you can know the facts without bias from CarProof."

Meadows continued to say that unlike some competitors, CarProof pulls data the moment the report is ordered (to ensure even recent information is captured), and states that data without changing it (or drawing conclusions from assumptions). "Not only that, but we pride ourselves on customer service – if you have a question, give us a call. We'll walk you through the answer." Competitors on the other hand, provide little or no live customer service.

CarProof and ADESA Canada's shared values of integrity and best in class service result in a partnership between the two companies that furthers their common goal: growing transparency in the used vehicle industry.

### **About ADESA**

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of 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 both physical and internet auctions. Through its related subsidiaries of AutoVIN<sup>®</sup> 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 [www.ADESA.ca](http://www.ADESA.ca) for details.

### **About CarProof Vehicle History Reports**

CarProof, a London, Ontario-based company founded in 2000, is the leading provider of the most comprehensive used vehicle history report available in Canada. CarProof's fully bilingual vehicle history reports rely on accurate and live real-time data to provide consumers with a complete history of their vehicle including accident information, cross-Canada lien search information and full U.S. history. In addition to being named one of Canada's 50 Best Managed Companies, CarProof was recently honoured with Deloitte's 2011 Technology Fast 500™ and Fast 50™ Awards. For more information about CarProof, visit [www.carproof.com](http://www.carproof.com).

### **For further information:**

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