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Darci Valentine

darci.valentine@adesa.com

317-249-4414

ADESA Realigns Resources to Better Serve Dealer Customers

CARMEL, Ind. — ADESA today announced that it has realigned the reporting structure of several key personnel in order to further enhance the customer experience both at auction and online.

The company's e-business department, customer-relationship management team and inside sales division will now report directly to Tim Zierden, senior vice president of dealer sales and services.

"This alignment further supports our commitment of providing the best customer service experience for our dealer customers, both in-lane and online," said ADESA President and CEO Tom Caruso. "Tim's strong background in technology and proven track record with dealers make him a natural fit to oversee ADESA.com and our customer support teams."

During the past few years, the company has made significant investments in its online platforms. It acquired OPENLANE, built a new website based on this industry-leading technology and completely revamped its online auction tools, ADESA DealerBlock and ADESA LiveBlock.

"Our investments in technology have allowed us to make significant progress in the tools we are now able to provide to our dealer customers, said Zierden. "I look forward to all of our teams working together, and I am excited by this opportunity to lead ADESA's continued focus on ADESA.com and ongoing product development to further enhance the overall customer experience."

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 66 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. 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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