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For Immediate Release

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**ADESA, Chrysler Group LLC Remarketing Launch
New Chrysler Direct Website**

Carmel, IN—ADESA and Chrysler Group LLC Remarketing today announced the launch of a new and improved version of the Chrysler Direct online vehicle remarketing website for franchised Chrysler Group dealers. The site, chryslerdirect.com, is powered with technology from OPENLANE, an ADESA subsidiary.

“We’re excited to continue our partnership with Chrysler Group LLC Remarketing—both online and in our auction lanes,” said Jason Ferreri, ADESA senior vice president of commercial sales. “The new Chrysler Direct site offers an optimized user experience for Chrysler Group dealers, and we’re confident it’s both faster and easier to find the vehicles they need.”

The new Chrysler Direct site offers Chrysler, Dodge, Jeep, Ram and FIAT franchised dealers the ability to view and purchase online the Chrysler Group LLC portfolio of used vehicle inventory prior to being offered at company closed vehicle auctions. Additionally, vehicle inventory previously available on the discontinued Chrysler Online upstream auction site will now be found on the Chrysler Direct platform.

Along with providing a fresh, redesigned user interface, the new Chrysler Direct offers enhanced search features that make it easier and more convenient for dealers to find and acquire used Chrysler Group vehicles. A new watch-list feature offers users the ability to monitor vehicles of interest prior to bidding. A new message center provides up-to-date site announcements and incentive information. Users also benefit from a new feature for managing e-mail notifications, allowing them to select the communications they receive.

“We’re pleased to provide Chrysler Group dealers a state-of-the-art program that makes it easy and convenient to meet their used vehicle requirements,” said Mark Nagel, head of fleet marketing, for Chrysler Group LLC Remarketing. “A single, consolidated online site for purchasing upstream, used vehicles simplifies day-to-day business management for our dealers, and it complements our in-lane remarketing. We encourage our dealers to log in and try the new site.”

The new Chrysler Direct site is available to franchised Chrysler Group dealers at chryslerdirect.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 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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