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ADESA Blog Recognized by PR Daily's 2013 Digital PR Awards

CARMEL, Ind. — ADESA today announced that its blog, "[Overdrive](#)," was recently recognized in *PR Daily's* 2013 Digital PR Awards. Overdrive received Honorable Mentions in two categories: Best Blog and Best Digital PR Campaign—B2B Sector.

"It is truly an honor to be acknowledged alongside so many well-known companies," said ADESA President and CEO Tom Caruso. "Our goal was to create a unique and innovative digital space where our customers and employees can connect and share 24/7. We look forward to continuing to build upon our success and offering our online community timely, useful and engaging information."

Winners of this year's awards include a broad range of businesses from across the globe. Each were recognized for delivering bold and innovative online campaigns that "harnessed the power of digital communications to its fullest extent," according to the *PR Daily* website. ADESA was the only company from the automotive remarketing industry that was honored.

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 65 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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