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For Immediate Release

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**ADESA Phoenix Hosts Annual Legendary Sales Week,
Partners with Barrett-Jackson Auction Company**

CARMEL, Ind. — As part of ADESA's strategic alliance with Barrett-Jackson Auction Company, ADESA Phoenix will host its 3rd Annual Legendary Sales Week, Jan. 15–Jan. 17. The event will coincide with the 42st Annual Barrett-Jackson Collector Car Auction, Jan. 13–Jan. 20.

"It is truly a pleasure to partner with Barrett-Jackson for another year," said Tom Caruso, president and CEO of ADESA. "There's no other car event in the world like Barrett-Jackson Scottsdale," he continued. "This promises to be a truly unforgettable week for car lovers."

The ADESA Phoenix Legendary Sales week will feature 4,000 units along with a General Motors closed sale, a Ford factory closed sale and celebrity guest appearances throughout the week.

"We enjoy working with ADESA and believe our shared customer base really benefits from the additional offerings of this partnership," said Craig Jackson, Barrett-Jackson chairman and CEO. "This is sure to be an exciting week for the many car enthusiasts who join us for this event."

Attendees will have access to a diverse selection of inventory during the auction's regular weekly fleet and consignment sale Wednesday, Jan. 16. Dealers can also take part in a special interest sale featuring 50s and 60s classic cars and view high-end units in the auction's Dealer Consignment Luxury Lane. Other events include: a General Motors closed sale and a heavy duty truck sale on Tuesday, Jan. 15. As well as a Ford closed sale Thursday, Jan. 17.

Tuesday's event will also feature a charity auction to benefit the Juvenile Diabetes Research Foundation. The lucky winner will win a Chevy Camaro courtesy of GM. The event will be followed by a heavy duty truck sale later that afternoon.

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Several celebrity guests are expected to make appearances at the auction as well, including award-winning automotive designer and co-host of SPEED's *Car Warriors*, Brad Fanshaw; TV personality and host of SPIKE's *Powerblock*, Courtney Hansen; president and CEO of Meguiar's, Inc. and host of SPEED's *Car Crazy*, Barry Meguiar; world championship race car legend, Bob Bondurant; multi-platinum singer/songwriter and guitarist, Steve McCarty; and chairman/CEO of Barrett-Jackson, Craig Jackson.

"This is a 'can't-miss' event that has something for everyone," said Mike Russo, ADESA Phoenix general manager. "There's going to be a lot to see during these three days," he continued. "Each year, we work hard to make this event bigger and better for our dealers—this year was no exception."

For more information about Legendary Sales Week, including exclusive accommodation offers, contact ADESA Phoenix at 480-961-1161. The auction is located at 400 North Beck Avenue in Chandler, Ariz.

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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