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For Immediate Release

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ADESA Phoenix Honors Racing Legend At GM Sale

Carmel, IN—Staff at ADESA Phoenix took time to honor world champion racecar driver Bob Bondurant during a recent General Motors sale. The founder and CEO of the Bob Bondurant School of High Performance Driving celebrated his 80th birthday at the auction.

The racing legend was presented with a cake, and he helped to auction off a 2012 Chevrolet Camaro SS show car from the school. This year marks the 45th year the school has been in operation.

According to ADESA Phoenix General Manager Mike Russo, Bondurant has been a longtime supporter of the auction, donating his time to numerous special events during the years. “We’re happy to help him celebrate his special day,” Russo said. “He’s a member of the family.”

The auction frequently features vehicles from the school at GM sales, each of which are a special GM event. Chevrolet is the “official car” of the Bondurant School.

“It was an honor to celebrate race legend Bob Bondurant’s birthday on the ADESA Phoenix auction block,” said Dan Kennedy, remarketing manager, General Motors. “Over the years, Bob and his team at the driving school have put our vehicles through their paces, and it is a great testament to the quality vehicles that can be purchased at the auction.”

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 67 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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