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ADESA Launches New Marketplace Mobile App

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced the launch of its Marketplace mobile app, available for free for iPhone and iPad users.

Registered auto dealers can use this tool to find, research, price and purchase inventory, both online and at the auction.

At auction, the Marketplace mobile app saves dealers time. Using the GPS function, dealers can quickly determine a vehicle's location on the auction lot. Then, using their mobile device's camera, dealers can scan the VIN to link directly to vehicle history reports.

"This app gives dealers even more options when it comes to finding the right vehicles because it allows users to search *all* ADESA inventory," said Stéphane St-Hilaire, president and CEO of ADESA. "Marketplace is the latest product we've developed to give our customers 24/7 access to data and help them make better buying decisions."

On their iOS devices, dealers can use Marketplace to search across all ADESA inventory offerings, zoom in to see details of photos, link to vehicle history and condition reports, as well as ADESA's Market Guide to research pricing, and create Watch Lists to track vehicles of interest. Once a buying decision has been made, dealers can bid and buy vehicles directly from their devices—anywhere, anytime.

The Marketplace mobile app works in tandem with the LiveBlock mobile app, released earlier this year, to connect customers with all ADESA auction locations. Both apps are free to download from ADESA.com/mobileapps or text ADESA to 89800.

For additional information about ADESA Marketplace mobile app, contact ADESA Customer Connection at 888-526-7326.

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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. The company handles virtually every stage of the used-vehicle lifecycle through its related subsidiaries of PAR North America, RDN, AutoVIN and CarsArrive. Remarketing services include a variety of activities designed to transfer used vehicles between professional sellers and buyers.

ADESA hosts weekly sales at its 65 auction locations across the United States, Canada and Mexico. The company also builds and manages online sale platforms for many major vehicle manufacturers. The company's online auction venues include ADESA LiveBlock, which simulcasts vehicles worldwide; and ADESA DealerBlock, which offers two ways to buy: bid-now sales events or buy-now pricing 24/7. ADESA is part of the KAR Auction Services family of companies. Visit ADESA.com for details.

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