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For Immediate Release

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ADESA Adds Programs That Benefit Online Buyers

Carmel, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced that the company continues to implement products and services that benefit registered dealers who purchase vehicles online.

One program, “High Bid Wins”, makes it easier than ever to purchase dealer-consigned vehicles online by setting an opening price at reserve for all offsite dealer-consigned vehicles available on ADESA.com.

“This program offers transparent pricing for dealers and that customers will receive their vehicles in a timely manner,” said Tim Zierden, ADESA senior vice president of dealer services. “High Bid Wins gives buyers more confidence that the time they spend placing bids will result in purchases, not negotiations.”

Another online program aimed to boost buyer confidence is ADESA’s “Enhanced” vehicle listing category. Select vehicles purchased on the company’s online buying platform, ADESA DealerBlock, will now be sold with an enhanced arbitration policy.

“The enhanced vehicle listing category gives buyers further peace of mind when purchasing vehicles online,” said Zierden, “and allows them to source more of the types of vehicles they need for their unique inventory mix.”

Buyers can quickly and easily find these “Enhanced” vehicles on ADESA DealerBlock, which are marked by a special “E+” icon designation.

For more information, contact ADESA Customer Connection at 888-526-7326 or customerconnection@adesa.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. 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](https://www.adesa.com) for details.