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ADESA Launches Enhanced Features on ADESA.com

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services, Inc. (NYSE: KAR), today announced it has launched a series of enhancements to ADESA.com to make the buying and selling experience easier and more convenient for users.

“We frequently speak to our customers for feedback on how we can enhance our website and offer more online solutions to help them run their business more efficiently and more effectively,” said Stéphane St-Hilaire. “We will continue to develop and implement new features and additions that streamline their experience and create more value for our customers.”

Some of the main enhancements include:

- Direct link from the homepage to inventory eligible for ADESA Assurance, enabling customers to quickly view off-lease and rental vehicles eligible for a 30-day, no-questions-asked return guarantee
- Watch List improvements, including new Watch List filtering menus on the website and the mobile-optimized site; the ability to remove Watch List vehicles directly from the Search Results page and more
- Search enhancements, including making salvage units searchable using free-form text search; Specialty search page; the addition of Condition Report icons to search results to indicate if a report is available; a new default sort order for search results showing nearest inventory first and more
- Vehicle Details page enhancements, including the addition of AutoGrade pop-up windows; seller invoice links and new window sticker section
- Enhancements to the ADESA Market Guide trim level search capabilities

“Wow, so many great changes on ADESA.com—like night and day,” said Muhammad Shad from Atlanta Used Cars. “It is easier to navigate, look through and works a lot quicker as well. I love this new update.”

For more information about this series of enhancements, visit

<http://images.adesa.com/publicweb/docs/AD-EBIZ-0315-3A-US.pdf>; email customerconnection@adesa.com or call Customer Connection at 888-526-7326.

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 66 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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