



For Immediate Release

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**KAR Auction Services and TradeRev Announce Keith Crerar
to Lead TradeRev U.S. Rollout**

CARMEL, Ind., and TORONTO, March 17, 2016—KAR Auction Services, Inc. (NYSE: KAR), a leading end-to-end vehicle remarketing services provider, and TradeRev, a Toronto-based provider of a revolutionary mobile vehicle appraisal and auctioning system for dealers, today announced that Keith Crerar has been hired by TradeRev as executive vice president of TradeRev in the United States. He will report directly to Mark Endras, president of TradeRev.

“Keith is the ideal fit for this position. He has a proven track record in retail automotive with an extensive knowledge of both car dealerships and auto auction operations,” said Endras. “He has strong, long-standing relationships with auction general managers, dealer customers and dealer franchise groups. He was instrumental in creating a nationwide dealer sales team at ADESA and will be an asset in leading our TradeRev operations throughout the United States.”

Crerar will continue in his role as ADESA vice president of dealer services until a successor has been appointed. As vice president of dealer services, he managed a team of more than 400 dealer sales professionals, online sales representatives, dealer relationship experts and customer intelligence personnel. In this role, he was an instrumental part of the team that grew ADESA’s dealer consignment business since 2009.

Previously, he managed ADESA’s online field sales team and was promoted to regional dealer sales director and then executive director of dealer sales. Prior to joining ADESA, Crerar served numerous roles in high-volume dealership groups, including sales, F&I manager, general sales manager and pre-owned sales operations director over five stores. He spent the first nine years of his career with dealership groups in Ontario, where he was recognized through Nissan’s Club Excellence as one of the top three sales managers in the country for five straight years.

“TradeRev is a revolutionary mobile application that changes the way car dealers do business with regards to appraising and liquidating vehicle trade-ins,” said Crerar. “I am very excited to leverage my experience and relationships throughout the auction industry and franchise dealership groups to build TradeRev’s presence across the country.”

KAR acquired 50 percent of TradeRev in August 2014. The U.S. TradeRev operations will be based out of Carmel, Ind. Mark Endras, the president, founder and creator of TradeRev, and the company's management team, own the other 50 percent of TradeRev, with headquarters in Toronto, Ontario, Canada.

"I look forward to working closely with Keith to share TradeRev's innovative technology with even more customers across North America," said Endras. "We are confident dealers and wholesalers will benefit from our transformative product that truly changes the retail automotive space and the way dealers sell cars."

About KAR Auction Services

KAR Auction Services, Inc. (NYSE: KAR), a FORTUNE® 1000 company, operates worldwide vehicle auction services and provides related services. Based in Carmel, Indiana, the KAR group of companies is comprised of ADESA, Inc. (ADESA), Insurance Auto Auctions, Inc. (IAA), Automotive Finance Corporation (AFC), and additional business units, with approximately 14,000 employees and 240 auction facilities. Together, KAR's complementary businesses provide support, technology and logistics for the used vehicle industry. For more information, visit karauctionservices.com.

About TradeRev

TradeRev is a revolutionary vehicle appraisal and auctioning system that gives dealers and buyers the power to launch live, one-hour, dealer-to-dealer auctions from the palm of their hand, whenever and wherever they are. Available on iOS, Android and desktops, TradeRev brings unmatched convenience, accessibility and advantage to the retail and wholesale remarketing processes, including the ability to sell vehicles on-demand, and generate real-time, real-data pricing information. Through SMS, mobile and email alerts, buyers never miss an auction, and have access to fresh trades before they even reach traditional inventory channels. Backed by ADESA's suite of back office services, as well as an innovative rating system, buyers and sellers alike can participate in real-time auctions with confidence and transparency. ADESA is a business unit of KAR Auction Services (NYSE: KAR). For more information, visit traderev.com.