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ADESA Names Trent Strauss Director of Dealer Relations

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced that Trent Strauss has been promoted to director of dealer relations for ADESA, effective immediately. Strauss will report to Steve Dudash, vice president of dealer services.

In his new role, Strauss will lead the local auction dealer relations teams throughout the United States and oversee deployment of the national sales and dealer relations strategy.

“Trent’s career focus on customer service excellence and sales team coaching will be invaluable to our dealer sales professionals, who are dedicated to serving dealers’ wholesale auction needs,” said Dudash. “His expertise in communication strategies and creating solutions for business projects will enable us to zero in on delivering a premium customer experience.”

Strauss has more than 15 years of inbound and retail sales experience. Since joining ADESA in 2010, he has served as district inside sales manager in Colorado Springs, where he was responsible for telesales staff at up to 13 locations. Prior to joining ADESA, Strauss established a new customer contact center for Knowledge Learning Corporation as customer relationship supervisor. Previously, he had held positions of increasing responsibility in inbound sales at Deluxe Corporation, including sales support team leader for key national accounts and sales coach leader.

Strauss holds a bachelor’s degree from the University of Colorado Colorado Springs.

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 76 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 group of companies. Visit ADESA.com for details.

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