

PRESS RELEASE



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ADESA Boston Celebrates 70 Years, Raises \$17,300 for Charity

CARMEL, Ind. – July 6, 2017 – ADESA, a business unit of KAR Auction Services, Inc. (NYSE: KAR), today announced that the company’s Boston-area location celebrated 70 years in business with two special events in June—an anniversary sale and a car show/motorcycle run fundraiser.

The 17th annual classic car show and motorcycle run raised \$17,300 through a live auction, show entry fees and sponsorships. All proceeds benefit JDRF, a leading advocacy group for people with type 1 diabetes. Since 2001, this annual even has raised more than \$600,000 for numerous children’s charities.

“I sincerely thank our dealers, customers, employees and families for their outstanding support of our fundraising efforts year after year,” said Jack Neshe, general manager of ADESA Boston. “Charitable giving is important to us, and we are deeply committed to doing our part to help our neighbors and strengthen our community.”

More than 50 classic cars and motorcycles were entered in the show. A 30-mile, police-escorted motorcycle run took 40 riders through scenic Massachusetts towns. The event included live music, raffles and food catered by Fulciniti’s Market.

Also in June, ADESA Boston hosted a 70th celebration, which drew many additional vehicles and dealers to the auction’s 16 lanes on sale day. The milestone anniversary included a display of cars and trucks to represent the seven decades that ADESA Boston has been in business. The vehicles ranged from a 1941 Chevrolet pickup truck and 1951 Ford V8 Deluxe Massachusetts state trooper car to a 2016 Tesla Model X P90D.

Neshe said the anniversary event was an opportunity to celebrate the part the auction plays in the Boston community and recognize both employees and customers.

“Even though we’ve grown and expanded, we’ve worked hard to keep a local business feel,” Neshe said. “We have staff members who have been with this auction for more than 30 years. We’ve built strong relationships with our customers and our community.”

Neshe said the team at ADESA Boston remains focused on anticipating and exceeding expectations for customers for the next 70 years.

“We love being a part of Boston,” Neshe said. “We love serving our customers. And we look forward to serving many generations of customers to come.”

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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 PAR North America, RDN, AutoVIN and CarsArrive. ADESA hosts weekly sales online and at its 77 auction locations across North America. The company’s online auction venues include ADESA LiveBlock and ADESA DealerBlock. ADESA is part of the KAR Auction Services group of companies. Visit ADESA.com for details.