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For Immediate Release

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ADESA Introduces ADESA Assurance: 30-Day Buyback Guarantee

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced a new buyer protection program called ADESA Assurance. The program offers a no-questions-asked return guarantee on selected one-owner, off-lease vehicles sold on ADESA DealerBlock. DealerBlock is the company's online marketplace for 24/7 access to bid-now events or buy-now inventory from national vehicle consignors.

On purchases of eligible inventory, buyers can pay just \$30 for the 30-day guarantee. As part of the program, ADESA will even pick up the vehicle from the buyer's lot if it does need to be returned.

"ADESA Assurance means customers can bid with confidence, knowing they'll have no regrets about their purchases," said ADESA CEO and President Stéphane St-Hilaire. "With this added protection, dealers who have been hesitant about online buying can feel assured that they'll have the option to easily return a vehicle—without question."

ADESA Assurance is only offered for a limited time, on purchases made now through March 31, 2015. Eligible vehicles are selected one-owner, off-lease vehicles sold through the open sale on ADESA DealerBlock.

"ADESA.com is truly an exclusive opportunity for customers to get first pick at fresh off-lease inventory, because many of our sellers offer their cars in the open sale on ADESA DealerBlock before assignment to an auction," said St-Hilaire. "And since we operate in excess of 90 percent of all private-label programs in both Canada and the U.S., there are more than 10,000 quality, CPO-eligible vehicles offered on DealerBlock weekly."

Dealers can visit ADESA.com/off-lease to learn more and to access eligible inventory, or contact ADESA Customer Connection at customerconnection@adesa.com or 888-526-7326 for more information.

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.

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