

PRESS RELEASE



FOR IMMEDIATE RELEASE

ADESA Launches Enhanced On-Site Vehicle Geo-Locating Technology

Newly Integrated Physical and Digital Capabilities Drive Efficiency, Security and Streamlined On-Premise Customer Experience

CARMEL, Ind. – March 29, 2021 – ADESA, a business unit of KAR Auction Services, Inc. d/b/a KAR Global (NYSE: KAR), announces the launch of new, enhanced vehicle geo-locating devices at select locations in the U.S. and Canada. The new service combines state-of-the-art mobile app technology and GPS-enabled technology to help improve efficiency, security and the customer experience at ADESA locations. Placed securely on each vehicle upon arrival at ADESA, the GPS devices can be accessed through the Vehicle Locator functionality of the ADESA marketplace app. This provides sellers with accurate, real-time visibility into vehicle location and security, and enables buyers to quickly and easily preview, checkout and transport purchased vehicles.

“The launch of ADESA’s new geo-locating devices is the perfect combination of digital transformation meets physical innovation,” said John Hammer, chief commercial officer of KAR Global and president of ADESA. “On-site customers can download the ADESA Marketplace app and easily locate sale-ready or purchased inventory in a matter of seconds—saving them a lot of time and frustration. And because our employees are also using this technology, we’re able to accelerate cycle time for vehicle check-in, inspection and reconditioning, reducing valuable days-to-sale for our consignors. It’s a true win-win for everyone.”

The ADESA Marketplace app, already used by thousands of dealers nationwide, features comprehensive vehicle information and now provides pinpointed locations accurate to a single parking spot. The enhanced Vehicle Locator feature is currently available to users at 38 ADESA sites and will be fully offered across the U.S. and Canada by the end of May 2021. Starting in April, ADESA Marketplace app users will also be able to share vehicle location information with non-app users, such as transporters, including for purchased vehicles.

“With all U.S. and most Canadian ADESA locations open for vehicle previews and the majority offering in-lane bidding, the new Vehicle Locator feature provides dealers with an easier, more efficient and technology-enabled experience while on-site,” said Srisu Subrahmanyam, chief operating officer of ADESA. “In addition to streamlining auctions for dealers and consignors, the devices also add an additional layer of security to ADESA’s robust asset protection and safety measures. We’re able to see exactly where the vehicle is on our lots and throughout the remarketing process—and are alerted if a vehicle leaves our lot unexpectedly.”

This technology release is part of ADESA’s multi-year strategy to rethink traditional auction processes and inject the latest digital technology across the company’s 74 North American facilities. These investments and improvements are aimed at bringing more consistency and efficiency to auction operations and providing the best experience possible for on-site customers, the fastest cycle times for consignors and the best outcomes possible for all customers.

###

KAR Contacts

Media Inquiries:

Jill Trudeau

(317) 796-0945

jill.trudeau@karglobal.com

Analyst Inquiries:

Mike Eliason

(317) 249-4559

mike.eliason@karglobal.com

About KAR

KAR Auction Services, Inc. d/b/a KAR Global (NYSE: KAR), provides sellers and buyers across the global wholesale used vehicle industry with innovative, technology-driven remarketing solutions. KAR Global’s unique end-to-end platform supports whole car, financing, logistics and other ancillary and related services, including the sale of nearly 3.1 million units valued at approximately \$30 billion through our auctions in 2020. Our integrated physical, online and mobile marketplaces reduce risk, improve transparency, and streamline transactions for customers in about 75 countries. Headquartered in Carmel, Indiana, KAR Global has employees across the United States, Canada, Mexico, Uruguay, U.K. and Europe. For more information and the latest KAR Global news, go to www.karglobal.com and follow us on Twitter [@KARspeaks](https://twitter.com/KARspeaks).