



FOR IMMEDIATE RELEASE

ADESA Names New Leaders at Three Key Locations

Internal Moves Set Strong Foundation for Continued Growth

CARMEL, Ind. – October 17, 2022 – ADESA, one of the leading wholesale auction providers in the U.S., announces new general managers at three of its vehicle logistics centers (VLCs). The newly named principals are Ted Coates at ADESA Chicago, Scott Crane at ADESA Salt Lake, and Jesse Estrada at ADESA Los Angeles.

“We’re very pleased to fill these pivotal positions with strong internal candidates who bring deep industry knowledge and connections to their new roles,” said John Hammer, president of ADESA. “Having proven leaders ready to take on new challenges ensures a smooth transition for our valued customers and our hard-working employees.”

Ted Coates takes over at ADESA Chicago after running ADESA Los Angeles as general manager since 2018. Coates has three decades of auto remarketing industry experience and originally joined ADESA LA as factory manager in 2003. He has grown his career over time, serving nearly six years at the helm of ADESA San Diego before returning to Los Angeles to lead that location.

Scott Crane moves into the top role at ADESA Salt Lake after serving as general manager at ADESA Reno for 12 years, under both the ADESA name and when the site was known as Brasher’s Reno Auto Auction. He has a diverse background, having worked as a firefighter for three years and then owning and operating retail grocery stores for more than 10 years before getting his start in the auction industry as a sales manager 15 years ago. Crane holds a certificate in auction management from the Auction Academy and certifications in medical training and fire science from Idaho State University.

“Ted and Scott have each thoroughly demonstrated the skill set and knowledge required to manage successful operations at our VLCs,” said Mike Caggiano, executive vice president of U.S. operations. “I know they will bring energy and enthusiasm, as well as expertise, to their new locations.”

Jesse Estrada served as assistant general manager of ADESA Los Angeles since 2017 and will now lead the location as general manager. Estrada began his career with ADESA in 2000 as an outside sales representative for dealer consignment. In 2005, he moved into a leadership role as dealer consignment sales manager. Eight years ago, he was named general sales manager, overseeing dealer consignment, e-business and the dealer relations team.

“I’m excited to promote Jesse to head up our operations at ADESA Los Angeles,” Caggiano said. “He knows the market, he knows the customers, and I’m confident ADESA LA will continue to thrive under his leadership.”

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About ADESA U.S.

ADESA U.S. is a leader in the wholesale auto auction industry, serving customers both online and at its 56 locations nationwide. Handling every aspect of the used vehicle lifecycle, ADESA offers solutions that enable its OEM, financial institution, fleet and dealer customers to maximize ROI. ADESA is the second largest used vehicle physical auction business in the U.S. and owned by Carvana (NYSE: CVNA) the industry pioneer for buying and selling used vehicles online. Learn more about ADESA U.S. [here](#).