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***For Immediate Release***

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**Susan Gordon Named Executive Director of Sales for PAR North America**

*Carmel, IN*—PAR North America, a subsidiary of ADESA, today announced that Susan Gordon has been named executive director of sales. Based in Charlotte, N.C., Gordon will report to Joe Mappes, vice president of sales.

“Susan is a very well-respected individual within the remarketing industry. Her background and long-standing relationships will be a great asset to our national sales team,” said Mappes.

Prior to joining ADESA, Gordon oversaw national accounts for Manheim’s Statesville Auto Auction. In addition, she also spent 10 years managing national remarketing and auction sales for Diamond-Triumph Auto Glass.

PAR North America President Jerry Kroshus added, “We’re excited to have Susan as part of our senior management team. She has a proven record of success as it relates to client relations.”

**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. With 61 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host both physical and Internet auctions. Through its related subsidiaries of AutoVIN® and PAR North America, it is also able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit [ADESA.COM](http://ADESA.COM) for details.

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