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Volkswagen Credit, Inc. Sells Lamborghinis on ADESA LiveBlock

Carmel, IN—ADESA today announced that LiveBlock, its simulcast auction, sold two Lamborghinis at its Volkswagen Credit, Inc. (VCI) Topline sale May 28. The sale was hosted at ADESA Golden Gate.

“It was a very exciting sale,” said ADESA Golden Gate General Manager Gary Mobley. “Dealers were even taking pictures of the Lamborghinis as they moved through the lanes. I am especially proud that VCI has the confidence in our auction staff and marketing capabilities to consign these types of exotic cars.”

The cars drew great interest, both selling at top prices and drawing an additional 55 online buyers to LiveBlock. The Lamborghinis for sale included a 2009 140 Gallardo with a yellow “Arancio Borealis” exterior and 63 miles; and a 2008 LB715 Gallardo Spyder, silver exterior, blacktop convertible with only 58 miles.

Mobley continued, “In today’s competitive marketplace, dealers rely on LiveBlock to buy cars online. This saves them the time and expense of traveling to an auction outside of their local market.”

Other high-end cars that sold during this LiveBlock sale included two 2007 S65 Mercedes-Benz vehicles and two 911 Porsche Carrera autos, years 2006 and 2007. Bidding started in the lanes, but Internet buyers quickly took over with the final winning bids. Despite the slow economy, unique cars continue to have a base of dedicated buyers.

Dave Sutton, general manager, Volkswagen Credit, Inc., added, “The market value for premium exotic vehicles is always difficult to predict. Lacking a good sample of comparable sales, we relied on the auction process to establish the market value of these vehicles and were not disappointed. The auction lane was packed, and we were pleased by the number of online buyers.”

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 for details.

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