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For Immediate Release

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ADESA Creates New Dealer Services Division

Carmel, IN—ADESA today announced it has created a dealer services division. Effective immediately, Tim Zierden will lead this team as vice president of dealer consignment. Zierden, who brings more than 17 years of experience in the automotive industry to this new role, will report directly to ADESA CEO and President Tom Caruso.

“ADESA is committed to creating a total customer service experience for our dealer customers,” said Caruso. “To do this, we needed someone with a proven track record. Tim has the leadership skills and the relationships to make this happen. But even more, he’s worked in the trenches. He knows what’s important to dealers. I look forward to working with Tim, and I’m pleased to have him oversee this new division.”

The key focus of dealer services is to function as a direct link between dealers and ADESA. This includes providing support, analytics and training, as well as addressing timely business-related issues as they arise.

“I’m excited by this opportunity to really connect with dealers,” said Zierden. “We have built a team of industry professionals that are entirely dedicated to guiding dealers and advising them on ways to strengthen their place in the market. We’ll also be working closely with the auctions to develop enhanced in-lane and online remarketing opportunities for dealers.”

Prior to joining ADESA, Zierden was the assistant vice president and general manager of inventory solutions at DealerTrack, a computer software company for the automotive retail industry. Previously, he held the role of vice president of trading operations for Lanelogic, where he created trading strategies that enabled more than 1,000 daily vehicle bids. His past experience includes working as an independent consultant to help clients improve efficiencies, and serving as the operating partner in a multi-franchise new car dealership. Zierden began his automotive career with CarMax, where he held various senior management roles during his 10 years with the company.

Other key appointments to the dealer consignment team include: three regional dealer consignment managers, a dealer business development director, a national dealer services manager, a national dealer consignment trainer and. All will report directly to Zierden.

Eastern Region

Chris Carli, regional dealer consignment manager—Carli is an industry veteran with degrees in banking and finance and nearly three decades of experience in the automotive industry. He joined ADESA in 1998 as TopLine sales manager, and then served as the auction's general manager. Additionally, he has held management-level positions at franchise and independent dealerships.

Central Region:

Keith Crerar, regional dealer consignment manager—Crerar's entry into the remarketing industry began immediately after college when ADESA hired him as the first ADESA University Candidate. Since then, he has gained more than 14 years of experience in both the auction environment and the retail automotive sector. He has received several accolades and awards during his time in the industry.

Western Region:

Colette Marcilliat, regional dealer consignment manager—Marcilliat brings to her new role 15 years of executive marketing and senior sales experience with companies such as Manheim OVE, Network Remarketing and Technologies, Onlane, AutoTradeCenter, Walden Remarketing and Greater Auction Group. She is well-versed in remarketing methods and has worked with some of the auto industry's largest sellers.

National:

Dan Barson, dealer business development director—Barson has spent his entire career in the automotive industry servicing dealer needs. During the past 16 years, he has held management positions for companies such as American International Automobile Dealers Association, Automark Web Services/Reynolds and Reynolds, and the National Automobile Dealers Association. In 2007, he joined ADESA's analytical services group.

Julie Heichel, national dealer services manager—Heichel joined ADESA in 2001 as national dealer services manager. In this role, she was instrumental in assembling and managing the company's CRM resources. Prior to ADESA, she held management positions in the areas of client services and business development. She brings more than 23 years of experience in sales and marketing to her new role.

Training:

James Paul, national dealer consignment trainer—Paul is a seasoned professional with more than 12 years of experience in automotive sales and account management with companies such as AutoTrader.com and Manheim OVE. Along with an extensive background in customer service, he is also skilled in the areas of training, managing, coaching and mentoring.

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 63 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. ADESA LiveBlock simulcasts vehicles worldwide. ADESA DealerBlock offers two ways to buy: bid-now sales events or buy-now pricing 24/7. Through its related subsidiaries of AutoVIN® and PAR North America, it is 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.