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ADESA Teams with GE Fleet Services to Raise Money for United Way

Carmel, IN—ADESA today announced that several auction locations have teamed with GE Fleet Services to raise money for United Way. Participating auctions included ADESA Pittsburgh, ADESA Golden Gate, ADESA Concord, ADESA Cincinnati-Dayton and ADESA Minneapolis.

Each of these ADESA locations implemented its own fundraising endeavor, collecting donations from both dealers and employees. For example, at ADESA Minneapolis, many weekly GE Remarketing sales began by auctioning items donated by ADESA, such as laptop computers, a Wii gaming system, an Apple iPod touch, Minnesota Viking tickets and more. The money from the winning bid for these items went to United Way.

“GE’s ‘Race to Give’ event is one of our more popular dealer promotions because dealers know it’s for a worthy cause...and it’s fun,” said ADESA Minneapolis General Manager Jay Fahrendorff. “After six charity auctions, we’ve raised \$2,750.”

ADESA Pittsburgh also raised money by hosting a variety of activities—everything from a dunk tank to pie throwing, balloon pop and more. ADESA Pittsburgh General Manager Richard Hanson said, “We’re thrilled to be able to donate nearly \$2,500.

And at ADESA Cincinnati-Dayton, funds were generated from hosting several silent auctions—raising \$5,500 for United Way.

ADESA and GE Fleet Services plan to work together again in 2010 to raise money for United Way.

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 62 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.

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