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For Immediate Release

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ADESA Hosts Unique TopLine Sale of Luxury Vehicles at Keeneland Racetrack on April 30

Carmel, IN—ADESA today announced that ADESA Lexington will host a special luxury TopLine sales event at the famous Keeneland racetrack on April 30, beginning at 10 a.m. ET. The sale will also be simulcast on LiveBlock for worldwide access.

This unique off-site sale location will feature TopLine vehicles from Audi, BMW, Lexus, Mercedes-Benz and Porsche. More than 100 units each of Mercedes-Benz and Lexus vehicles will be offered, with approximately 380 units total of all models combined.

“Sales events like this don’t happen every day,” said ADESA Lexington General Manager Jason Martin. “This is a fantastic opportunity to acquire an impressive group of deluxe vehicles.”

Mercedes-Benz and Audi transportation assistance will be available; rates are based on volume and distance traveled. Floorplan financing service will also be on hand at the exclusive sales event.

Dealers are welcome to preview inventory at ADESA Lexington prior to the event. Detailed condition reports including photos are available on ADESA.com, as well as at ADESA Lexington and at the Keeneland racetrack sale site. For more information, please contact ADESA Lexington at 859-263-5163.

About ADESA

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of 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 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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