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For Immediate Release

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ADESA DealerBlock Weekend Sale Achieves Record Sales

Carmel, IN—ADESA today announced its weekend DealerBlock sale reached a record number of Toyota Financial Services (TFS) units sold during the first weekend in June.

DealerBlock sales continue to grow in popularity with dealers, as evidenced by repeat buyers coming to the online site combined with new dealers signing up to bid each week.

“It’s exciting to see buyer loyalty continue to grow—dealers know and trust that they’ll find great product from TFS in our DealerBlock sales,” said Jason Ferreri, vice president of e-business sales and operations for ADESA.

This record sale comes on the heels of another recent record-breaking sale on ADESA DealerBlock during the Memorial Day holiday weekend.

“The DealerBlock online sales venue has become a very effective sales channel for our remarketing efforts, said Ralph Fisco, national remarketing manager for Toyota Financial Services. “By utilizing this online channel consistently, Toyota Financial Services has been very successful in reducing our days to sell and holding cost.”

Fisco added, “More importantly, the real winner has been our dealers, because they now have access to our Lexus and Toyota vehicles every weekend, online. Dealers have the ability to purchase vehicles without ever leaving their dealership, and thus are able to reduce their overall department travel expense.”

In an effort to further strengthen their online presence, TFS will begin offering off-lease, in-transit vehicles in daily DealerBlock bidding events beginning late June.

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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