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For Immediate Release

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ADESA Dallas to Host Dealer Appreciation Sales

Carmel, IN—ADESA Dallas is holding a two-day dealer appreciation sale August 11 and August 12.

On August 11, there will be the new car trade appreciation sale, which begins at 2:45 p.m. CDT. Dealers will have the chance to win a 2005 Cadillac. All new car trade dealers who attend ADESA Dallas sales from July 1–August 4 will be entered to win. The drawing for the 2005 Cadillac will be at the end of the sale August 11. No purchase is necessary, but the dealer selected from the drawing must be present to win.

“We’ve got a great lineup of vehicles for this two-day sale, and dealers are sure to have a lot of fun at this event,” said ADESA Dallas General Manager Ken Osborn. “It’s hard to believe that it’s already been a year at our new location. We’re excited to be celebrating dealer appreciation days and to find out who wins the Cadillac.”

On the second day of the dealer appreciation sale, August 12, ADESA Dallas will feature an Elvis tribute artist, live on stage at 9 a.m. CDT. Then, at 9:15 a.m. an early bird drawing for a \$1,000 gift card will be held. Other gift items include: gift certificates for reconditioning service; Elvis CDs and DVDs; and an end-of-sale giveaway for a car sponsored by Automotive Finance Corporation, part of the KAR Auction Services, Inc. family of companies.

ADESA Dallas is located at 3501 Lancaster-Hutchins Rd Hutchins, Texas. For more information about this two-day sales event, call 972-225-6000.

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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