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ADESA, Toyota Financial Services Hold Successful Year-End Weekend Sales

Carmel, IN—ADESA and Toyota Financial Services (TFS) today announced that they finished out the year with two record weekend sales events on DealerBlock. ADESA DealerBlock hosts a Weekend Sale every Friday through Monday, providing dealers with an additional venue for sourcing inventory. During the Weekend Sale, buyers can find vehicles from top sellers in a competitive bidding environment.

“The holidays tend to be a slower selling season, so the fact that we reached these record numbers this time of year is phenomenal,” said Jason Ferreri, ADESA vice president of e-business, sales and operations. “It is a testament to the strong working relationship between our partners at TFS and our team at ADESA.”

TFS offered an impressive selection of Toyota and Lexus vehicles for the DealerBlock Weekend Sale events, including top-selling models such as Tundra, Lexus RX330, 4Runner and Camry. Additionally, the five participating TFS auctions—ADESA Boston, ADESA Dallas, ADESA Lexington, ADESA Los Angeles and ADESA New Jersey—rallied to promote these weekend events.

“This was our first opportunity to sell vehicles during the last two weekends of a calendar year,” said Ralph Fisco, national remarketing manager for TFS. “So I challenged everyone to take full advantage of this unique prospect. ADESA surpassed our expectations with two record weekend sale events as well as an exceptional year overall during a difficult market.”

This success comes on the heels of related record-breaking growth with ADESA’s Toyota Dealer Direct Web site. ADESA’s Toyota Dealer Direct Web site is a dedicated online auction platform that provides Toyota and Lexus dealers with the opportunity to buy from each other as well as purchase vehicles owned by Toyota Financial Services and Lexus Financial Services before they are sent to physical auctions.

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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 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.

About Toyota Financial Services

TFS is the finance and insurance brand for Toyota in the United States, offering retail auto financing and leasing through Toyota Motor Credit Corporation (TMCC) and extended service contracts through Toyota Motor Insurance Services (TMIS). Lexus Financial Services is the brand for financial products for Lexus dealers and customers. TFS currently employs over 3,300 associates nationwide, and has managed assets totaling more than \$82 billion. It is part of a worldwide network of comprehensive financial services offered by Toyota Financial Services Corporation, a wholly-owned subsidiary of Toyota Motor Corporation. For more information, please visit www.toyotafinancial.com.

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