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For Immediate Release

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ADESA Launches New Mobile Optimized Website

Carmel, IN— ADESA today announced the creation of a mobile solution for its U.S.-based and Canada-based websites, ADESA.com and ADESA.ca.

ADESA's mobile optimized website now enables users registered on DealerBlock to bid on vehicles, buy vehicles and conduct the entire checkout process—all from their smartphones. DealerBlock is the company's online platform that hosts bid-now sales events and buy-now pricing.

"We partnered with a trusted third-party source that specializes in mobile technology platforms to provide a user-friendly mobile experience," said Jason Ferreri, ADESA vice president of e-business. "We recognize that customers have unique buying preferences, and our new mobile solution allows them to buy vehicles how they want, when the want, from virtually anywhere."

Registered dealers can also search and review inventory, add vehicles to their Watch List and even review condition reports and vehicle history reports on their smartphones. Additionally, the mobile optimized site enables users to view DealerBlock purchases and review AutoBids instantly from any web-enabled mobile device

"ADESA understands the important role mobile plays in today's marketplace," said Ferreri. "The nature of the remarketing business demands that our dealers be mobile, and we will continue to develop innovative mobile solutions to support their individual business needs."

Along with sourcing and purchasing inventory directly from their smartphones, users can also view run lists, access market guides and locate auction information for ADESA's 70 auction locations nationwide.

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 70 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.

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