



March 18, 2011

For Immediate Release

Darci Valentine
darci.valentine@adesa.com
317-249-4414

Toyota Financial Services Presents ADESA Lexington with Premier Award

Carmel, IN— Toyota Financial Services recognized ADESA Lexington as the recipient of the Toyota Premier Award.

“I’m honored to be accepting the Toyota Premier Award on behalf of our team at ADESA Lexington,” said ADESA Lexington General Manager Jason Martin. “It’s quite an accomplishment to once again be named a Premier auction for Toyota Financial Services. Everyone at ADESA Lexington had a hand in achieving this award, and I’m proud of the hard work and dedication of our team.”

Toyota's Premier Award, which recognizes the best overall auction of the year, is based on several factors such as administrative services, vehicle preparation, Internet sales objectives and overall retention, to name just a few.

About Toyota Financial Services

Toyota Financial Services is a leading provider of automotive financial services, offering an extensive line of financing plans and vehicle and payment protection products to Toyota customers and dealers in the U.S.

Since 1983, TFS has helped millions of Toyota customers drive the vehicle of their dreams. From flexible lease and finance plans, to vehicle and payment protection and insurance products that add peace of mind, our programs are designed to meet the unique needs of Toyota drivers. We are committed to offering quality products that provide convenience and value, and to delivering consistent support that helps ensure customer and dealer satisfaction.

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.

###