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## **AIADA Endorses ADESA As Its Newest Affinity Partner**

**Alexandria, Va. (May 2)** – The American International Automobile Dealers Association (AIADA) today announced a new affinity partnership with Carmel, Ind.-based ADESA. With the addition of ADESA, AIADA adds another world-class provider to its Member Benefits Program.

Through this partnership, ADESA is the only company endorsed by Alexandria, Va.-based AIADA to provide member dealers with a whole car auction solution. This includes both the buying and selling of vehicles via physical auction lanes at various sites throughout North America and the online selling of vehicles.

Dealers can participate in live auctions online through ADESA's LiveBlock to catch all the action as it's happening through real-time audio/visual feeds. Alternatively, when they need inventory in a hurry, dealers can use ADESA's 24/7 DealerBlock, where new listings are posted daily. ADESA also provides buyers and sellers with a full range of vehicle remarketing services.

"We are very pleased to add ADESA to AIADA's Affinity Partner program," said AIADA President Cody Lusk. "As a vehicle remarketing industry leader for more than 20 years, ADESA creates a quick and simple marketplace for dealers – whether they prefer to do business in person or online. That's important for our members."

ADESA Vice President of Dealer Sales and Services Tim Zierden added, "This is a wonderful opportunity for ADESA to service an even larger pool of dealers. We look forward to partnering with the AIADA member body to help them achieve their inventory sourcing and disposition goals, both in the lanes and online."

AIADA researches hundreds of companies serving the automobile industry and selects only those who provide the highest value and quality products, sales, and services to participate in the Member Benefits Program as an Affinity Partner.

For more information on AIADA's newest affinity partner, ADESA, visit [AIADA.org/ADESA](http://AIADA.org/ADESA).

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**About AIADA:** Established in 1970, AIADA is and continues to be the only association whose sole purpose is to represent America's international nameplate automobile franchises that sell and service the following brands: Acura, Aston Martin, Audi, Bentley, BMW, Ferrari, Honda, Hyundai, Infiniti, Jaguar, Kia, Land Rover, Lexus, Maserati, Maybach, Mazda, Mercedes, MINI, Mitsubishi, Nissan, Porsche, Rolls Royce, Saab, Scion, Smart, Subaru, Suzuki, Toyota, Volkswagen, and Volvo. These retailers have a positive economic impact both nationally and in the local communities they serve, providing more than 500,000 American jobs. Visit AIADA online at [www.aiada.org](http://www.aiada.org).

**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](http://ADESA.com) for details.