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***For Immediate Release***

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**Customer-Focused Philosophy Drives Business at ADESA Golden Gate**  
*Auction's proactive approach to service keeps customers coming back*

*Carmel, IN*—When it comes to customer service, ADESA Golden Gate is doing it right. From check-in to check-out, staff members go above and beyond to serve customers—and consignors are taking notice.

In fact, another consignor—the fifth in recent months—recognized ADESA Golden Gate with its Auction of the Year Award. This is the second consecutive year Donlen Corporation has named ADESA Golden Gate as the leading auction in the Western Region. The award comes on the heels of four other consignor awards the auction received during this year's Conference of Auto Remarketing:

- *Best Retention Auction (Western Region)* from Santander
- *100% Retention Club* from Emkay
- *All Around Excellence Bronze Award* from Volkswagen/Audi (VCI)
- *Top Sales Achievement (National)* from LeasePlan

A veteran team of remarketing professionals, the ADESA Golden Gate staff credits their recent success to their proactive approach to service. “We don't just react when faced with a challenge,” explains ADESA Golden Gate General Manager, Greg Beck. “We have a proven strategy in place to identify the root cause of the issue, pinpoint several possible solutions, and then implement the best option for that particular instance.”

The auction uses standardized procedures to capitalize on shared best practices. The system allows the auction to regularly reevaluate their strategy remain flexible to each customer's needs.

“My team works hard to make our auction a place where customers want to do business,” continued Beck. “That passion and commitment—and love for the car business and our customers—really sets us apart. They really take pride in what they do, and it shows.”

**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 68 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. 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.

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