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Darci Valentine

darci.valentine@adesa.com

317-249-4414

AuctionTrac Launches Free Mobile Dealer App

Carmel, Ind.—AuctionTrac, a subsidiary of KAR Auction Services, Inc., today announced the launch of its new mobile app, *AuctionTrac Dealer*. It is available for iPhone and iPad devices now and will be on the Android market in a few weeks.

AuctionTrac Dealer was designed specifically with the in-lane auction buyer in mind. “It will cut an auto dealer’s pre-sale prep time in half,” said Michael Newman, senior vice president of AuctionTrac, “while also allowing them the virtual ability to view up to 20 percent more cars on sale day.”

Since the app automatically refreshes available inventory every three minutes, buyers won’t miss late sale-day check-ins, and sellers benefit from more eyes on their cars. “The mobile technology of *AuctionTrac Dealer* has changed the way buyers do business on sale day,” said Newman.

With *AuctionTrac Dealer*, users have the ability to browse vehicle run lists and then immediately review market value information from top guides such as Kelly Blue Book, Black Book, CARFAX, NADA Value Guides and more. They’ll also have access to the latest detailed condition reports with photos via the app, and be able to create personalized vehicle lists based on specific search criteria. And since the app is fully integrated with the company’s satellite-based, GPS technology, users can even pinpoint specific vehicles on-site at ADESA auction locations.

“More and more, our customers want the ability to access information directly from their handheld devices,” said ADESA President and CEO Tom Caruso. “*AuctionTrac Dealer* does that—it immediately gives dealers everything they need for sale day. This app truly is the next phase in mobile vehicle remarketing.”

According to Newman, an auto dealer may spend up to 15 hours getting ready for a sale. Preparation may include: searching inventory run lists, marking specific vehicles, walking the auction lot and checking current book values. The *AuctionTrac Dealer* app's customized set of organizing tools can perform these tasks and more—while also enabling auto dealers to remain in the auction lanes during a sale.

AuctionTrac Dealer is free to download from the Apple App Store:

<http://externalsvcs.auctiontrac.com/link.asp?ID=2568>.

About KAR Auction Services, Inc.

KAR Auction Services, Inc. (NYSE: KAR) is the holding company for ADESA, Inc., (“ADESA”), Insurance Auto Auctions, Inc., (“IAAI”) and Automotive Finance Corporation (“AFC”). ADESA is a leading provider of wholesale used vehicle auctions with 68 North American locations and its subsidiary OPENLANE provides a leading Internet automotive auction platform. Insurance Auto Auctions is a leading salvage vehicle auction company with 161 sites across North America. Automotive Finance Corporation is a leading provider of floorplan financing to independent and franchise used vehicle dealers with 104 sites across North America. Together, KAR Auction Services provides a unique, comprehensive, end-to-end solution for our customers’ remarketing needs. Visit karauctionservices.com for additional information.

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