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For Immediate Release

Darci Valentine

darci.valentine@adesa.com

317-249-4414

ADESA Mexico City Launches LiveBlock

CARMEL, Ind. — ADESA Mexico City today announced the launch of LiveBlock at its auction located in Toluca, Mexico. This is the first time ADESA's live online purchasing tool has been available to registered Mexican dealers.

Via real-time audio/visual feeds, LiveBlock simulcasts a live auction as it is happening. This allows customers to participate in an auction and bid alongside other dealers—all from the convenience of their home or office.

“Our customers are very excited about this new service,” said ADESA Mexico Managing Director Michel Gillies. “The customer who purchased the first vehicle online said he was amazed at how easy it was to buy a car right from his laptop. We expect LiveBlock to enhance our dealers’ productivity as well as allow for a significant cost reduction in dealer purchasing operations.”

LiveBlock is fully equipped with vehicle descriptions, detailed photos and condition reports. This allows customers to research vehicles before they hit the auction block. Then, they simply log in to LiveBlock to participate in a sale from virtually anywhere—saving them time away from the office and eliminating travel costs.

ADESA Mexico City has been serving the Mexican auto industry for more than 10 years. ADESA added a second location in Guadalajara in 2009 to further support local dealers.

ADESA Mexico City is located at Avenida Central No. 13 Manzana 2A, Toluca, Mexico. For more information, contact the auction directly at (011-52) 722-249-63-05.

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 for details.

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