



January 29, 2013

For Immediate Release

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ADESA Phoenix Legendary Sales Week Scores Big for Charity

ADESA, GM team up to benefit the Juvenile Diabetes Research Foundation

Carmel, Ind.—ADESA Phoenix recently wrapped up its Annual Legendary Sales Week, with more than 1,600 dealers participating in the three-day event.

Attendees were able to access a diverse selection of inventory during the auction's regular weekly fleet and consignment sale as well as several special events. In addition to running several high-energy auctions for customers, ADESA Phoenix also hosted a special charity auction—a 2012 Chevy Camaro SS convertible—to benefit the Juvenile Diabetes Research Foundation (JDRF).

“Legendary Sales Week is truly something to see, with all of the amazing cars, celebrity appearances and special events,” said Tom Caruso, president and CEO of ADESA. “But it was especially rewarding this year to host a charity auction and support JDRF.”

Dave Ressler of Ressler Motor Company had the winning bid on the 2012 Chevy Camaro SS convertible. As a result, JDRF received \$45,000 to support their mission and research.

“I want to thank everyone at ADESA for the opportunity to participate in such a worthwhile event,” said Dan Kennedy, manager, GM Remarketing. “ADESA Phoenix did an outstanding job and was an excellent host.”

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. 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.

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