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For Immediate Release

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ADESA Launches New LiveBlock Online Simulcast Tool

Carmel, IN— Bidding on wholesale vehicles online just got easier. ADESA customers can now participate in 11 online auctions simultaneously with the latest upgrade to ADESA LiveBlock, the company's real-time online auction tool.

LiveBlock simulcasts vehicles worldwide via real-time audio and visual feeds—allowing online users to bid alongside other dealers who are in the lanes at the company's physical auction locations.

“Customers asked for a faster and more efficient online bidding process, and we specifically developed the new ADESA LiveBlock in response to their particular business needs,” said ADESA President and CEO Tom Caruso. “Dealers have large demands on their time. With LiveBlock, they can bid on more vehicles from top sellers from the convenience of their home or office.”

Along with participating in 11 online auctions at once, customers can actually bid on vehicles running in four auction lanes all on a single computer screen. The main video display has live-auction video of the current vehicle running with four “mini” lanes displayed along the bottom of the page. There is no need to toggle between multiple screens while bidding with the new LiveBlock.

In addition, the main video display can also accommodate an unlimited number of detailed photos—with zoom capability. Users can also see information on upcoming vehicles as well as current competition in the lanes.

Online buyers can now bid from both the main video display as well as the four mini lanes. Or for a more detailed look, move any vehicle from the four mini lanes into the main video display instantly.

A new color-coded system even tracks the status of each bid: teal for no activity, green for winning bids and gold if a buyer has been outbid on a vehicle and needs to take action.

In addition to a more robust bidding platform, LiveBlock also includes advanced search capabilities and the ability to add vehicles to a watch list without ever leaving the bidding screen. The new LiveBlock highlights current watch list vehicles and alerts the user of upcoming watch list inventory.

LiveBlock is both PC and Mac-compatible and supports a range of different browsers, including: Internet Explorer, Chrome, Safari and Firefox.

ADESA launched its new online simulcast tool side-by-side with the previous LiveBlock, allowing customers the choice to “opt-in” to the new version. “We want to give our customers time to get up to speed on the new tool—this gives them options without disrupting their flow of business,” said Caruso. “We encourage everyone to try the new LiveBlock and experience its significant enhancements.”

For more information, or to download the new ADESA LiveBlock user guide, visit help.ADESA.com

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 67 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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