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ADESA Celebrates 25 Years with 25 Good Deeds

Carmel, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), plans to celebrate its 25th anniversary in a unique way: by doing 25 good deeds. Each of the 65 ADESA auction locations across North America, along with all ADESA office locations, will strive to perform 25 fun acts of goodwill to benefit each local community, through the end of the year.

“We wanted to find a way to celebrate 25 years in business that not only included all of our locations, but also showed our appreciation for our customers and benefited our local communities,” said ADESA CEO and President Stéphane St-Hilaire. “This is a unique opportunity to add some creativity to our acts of kindness, and of course, encourage a little friendly competition between our locations.”

Suggested good deeds include a wide range of activities from volunteering at a local food bank and bringing flowers to a nursing home resident, to something as simple as leaving quarters near a vending machine or paying for the meal of the car behind you in a drive-through window. Customers are encouraged to join in on the kindness efforts; for example, bringing books to their local ADESA location for a book drive or donating items to a local animal shelter. A large score card at each location will track progress.

“Community involvement is one of ADESA’s core values,” said St-Hilaire. “So it was only natural to include giving back into the recognition of our 25th anniversary.”

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. The company handles virtually every stage of the used-vehicle lifecycle through its related subsidiaries of PAR North America, RDN, AutoVIN and CarsArrive. Remarketing services include a variety of activities designed to transfer used vehicles between professional sellers and buyers.

ADESA hosts weekly sales at its 65 auction locations across the United States, Canada and Mexico. The company also builds and manages online sale platforms for many major vehicle manufacturers. The company’s online auction venues include ADESA LiveBlock, which simulcasts vehicles worldwide; and ADESA DealerBlock, which offers two ways to buy: bid-now sales events or buy-now pricing 24/7. ADESA is part of the KAR Auction Services group of companies. Visit ADESA.com for details.

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