



April 24, 2014

For Immediate Release

Darci Valentine

darci.valentine@adesa.com

317-249-4414

ADESA VICE PRESIDENT OF MARKETING EARNS 2014 WOMEN IN REMARKETING HONOR

Carmel, Ind.— ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced that ADESA Vice President of Marketing Carol Sewell has been selected as one of *Auto Remarketing's* 2014 Women in Remarketing. ADESA CEO Stéphane St-Hilaire made the announcement.

The annual Women in Remarketing award highlights outstanding women in the auto remarketing industry who have a demonstrated history of going above and beyond through innovation, mentorship, philanthropy, education and more. Award recipients will be featured in the magazine's April 15 edition, and honored in a special ceremony taking place at the Used Car Week in November.

"The annual Women in Remarketing awards are a who's who list of the top-performing female trailblazers in the industry. This is a well-deserved accolade for Carol, who has been an incredible asset to ADESA and to the auto remarketing industry due to her dedication, engaging mentorship, expertise and expansive marketing vision," said St-Hilaire. "ADESA, and the entire KAR Auction Services group of companies commends Carol on her hard work and well-deserved industry recognition."

As ADESA's vice president of marketing, Sewell is responsible for driving integrated and targeted marketing programs for the company's key customers, as well as building a best-in-class brand identity program.

Prior to joining ADESA in 2006, Sewell served as vice president of brand development for Conesco, a Fortune 500 financial services company. She has more than 20 years of experience in managing brand strategies and marketing programs, and has worked in a variety of fields such as financial services, agriculture and health care. Carol has been recognized with several prestigious industry awards, including Cannes International Advertising Festival Silver and Bronze Lions, and a CLIO Award.

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](https://www.adesa.com) for details.

#