



January 10, 2013

For Immediate Release

Darci Valentine
darci.valentine@adesa.com
317-249-4414

ADESA Announces Launch of New Volvo 360 Closed Online Auction Website

Carmel, Ind. — ADESA and Volvo Cars of North America, LLC, today announced the launch of the Volvo 360 Private Store, a new lease portfolio management and vehicle purchase website for franchised Volvo retailers.

Volvo 360 is a dedicated online auction platform that provides franchised Volvo dealers with the opportunity to buy fresh inventory from each other as well as closely manage their used-car inventory and quickly locate vehicles they need.

“We’re pleased to extend our relationship with Volvo Cars of North America and provide their retailers with a convenient way to manage their lease portfolio and enjoy exclusive vehicle purchase opportunities,” said Blake Kennedy, ADESA vice president of online sales. “Our team has a deep understanding of the needs of automotive retailers and the unique requirements of online vehicle remarketing. The new Volvo 360 Private Store reflects that accumulated knowledge and our ability to deliver an outstanding user experience.”

The Volvo 360 Private Store enables franchised Volvo retailers to track the maturity dates of their lease portfolios and process the lease returns of returning Volvo Car Financial Services, LLC and U.S. Bank lessees. Volvo retailers can also purchase off-lease inventory, while monitoring their performance using the Volvo 360 Scorecard.

“Overall, the Volvo 360 Program was developed to retain and control the supply of pre-owned Volvos within the retailer network, while leveraging our best-in-class CPO program to grow the overall pre-owned business,” added Jeff Pugliese, portfolio manager, Volvo Cars of North America.

The new Volvo 360 site is available to franchised Volvo Cars of North America retailers at volvocars360.com.

-more-

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 family of companies. Visit ADESA.com for details.

###