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ADESA Phoenix Hosts 4th Annual Legendary Sales Week

CARMEL, Ind. —ADESA Phoenix will host its 4th Annual Legendary Sales Week, Jan. 14–Jan. 16. The event coincides with the Barrett-Jackson Collector Car Event in Scottsdale, Ariz., Jan. 12–Jan. 19.

“As one of our most anticipated annual events, this year’s Legendary Sales Week promises to be full of excitement,” said ADESA Phoenix general manager, Mike Russo. “It’s always a pleasure to share this event with our partners at Barrett-Jackson and the many car enthusiasts and dealers from around the country that join us for this occasion.”

The ADESA Phoenix Legendary Sales Week will feature 4,000 vehicles including a General Motors factory closed sale and a Ford factory closed sale. Other featured sellers include: Hyundai /Kia Finance, Ally, GM Financial, Santander, Capital One, Regional Acceptance, Exeter Finance Group, Avis Budget Group, Enterprise RHC and many others. The auction will also host a special Mercedes-Benz Financial Services event sale in addition to running a luxury lane.

“We can’t wait to host another Legendary Sales Week in conjunction with Barrett-Jackson,” Russo added. “Our team always looks forward to celebrating this event with our many friends and loyal customers.”

As in years past, there will also be several celebrity guests expected to make appearances at the event. For more information, including exclusive accommodation offers, transportation assistance and Barrett-Jackson tickets, contact ADESA Phoenix at 480-961-1161. The auction is located at 400 North Beck Avenue in Chandler, Ariz.

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.