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***For Immediate Release***

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## **ADESA Launches New Website for Prestige Dealerships**

*Carmel, Ind.* — ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced the launch of a new online vehicle remarketing website for franchised dealers within the Prestige family of dealerships. This custom site, [prestigedealerdirect.com](http://prestigedealerdirect.com), allows Prestige dealers to view and purchase vehicles exclusively in an online “closed” auction venue before the vehicles are ever offered through an open sale.

"We are pleased to expand our partnership and grow Prestige's business both online and in lane," said ADESA Senior Vice President of Dealer Sales and Services Tim Zierden. "We are excited to offer our dealers even more opportunities to find the inventory they need from a trusted source."

The website [prestigedealerdirect.com](http://prestigedealerdirect.com) is supported by a partnership with the Prestige family of dealerships. Headquartered in Bergen County for the past 45 years, the company has dealerships in both New Jersey and Connecticut.

"This new site offers seamless functionality and convenience for dealers to find high-quality, one-owner, competitively priced vehicles complete with a condition report," said Prestige Vice President Chris Turner. "Prestige has built a reputation as a high-percentage seller. We plan to remarket approximately 7,500 units this year with ADESA," he added.

Zierden added, "This is a great example of ADESA working to understand our customers' needs and combining our industry-leading technology and our physical auction expertise to provide a complete remarketing solution."

Prestige now also offers a new weekly open sale. Each Tuesday dealers can purchase pre-owned inventory online through ADESA DealerBlock. All no-sale vehicles will be pre-certified and placed in the physical sale at ADESA New Jersey each Thursday.

For more information on Prestige Dealer Direct, visit [prestigedealerdirect.com](http://prestigedealerdirect.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. 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.