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## **ADESA Names Senior Vice President of Strategic Initiatives**

*CARMEL, Ind.*—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced that John Hocter has been named senior vice president of strategic initiatives.

In this role, Hocter will oversee ADESA's online dealer-to-dealer efforts, including both Dealer Connect and TradeRev in the United States, with a key focus on strategic growth initiatives in the dealer-to-dealer space.

"This positions us to further develop the online dealer-to-dealer aspect of our business and provide technology solutions for our dealer customers, as we've shown with our investment in TradeRev," said ADESA CEO and President Stéphane St-Hilaire. "John will leverage ADESA's strong online presence and physical auction footprint to expand TradeRev's reach and share this cutting-edge technology with even more customers—faster. So, more sellers can use this innovative tool to access real-time appraisals and bids for their trades, and more buyers can purchase retail trade vehicles instantly."

TradeRev is a secure, online automotive remarketing system where dealers can launch and participate in real-time vehicle auctions at any time from their mobile devices or desktop. ADESA acquired a 50 percent stake in TradeRev in August of 2014.

Hocter will also maintain his current responsibilities with ADESA-subsiary AutoVIN, a leader in vehicle inspection. Under his direction, AutoVIN will further enhance its use of technology to provide comprehensive vehicle inspections and offer efficient, reliable service. Hocter joined AutoVIN in 2009 as vice president of operations, overseeing all inspection/audit operations, and remains committed to providing the latest solutions to customers for their vehicle inspection needs.

"John's background in the dealer and retail world, combined with his experience in auction operations, brings the perfect skill set to drive our online dealer-to-dealer efforts in a direction that will result in maximum benefit to our customers," said St-Hilaire.

Prior to joining AutoVIN, Hocter served as the national director of remarketing for World Omni Financial Corp., a division of JM Family Enterprises, Inc. In this position, he led vehicle remarketing and end-of-lease strategies for the lease and retail loan portfolios

owned by World Omni, as well as the portfolios of the clients serviced by CenterOne Financial Services.

Hector worked in various capacities at JM Family, leading field services, client relations, business development, residual risk management and finance. Prior to joining JM Family, Hector spent several years in the retail automotive world at the Maroone Automotive Group and the Esserman Automotive Group, working in all areas of dealership operations. Hector holds an MBA from the University of Miami and a bachelor's degree from Duke University.

**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](http://ADESA.com) for details.

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