



May 27, 2015

For Immediate Release

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

ADESA LiveBlock Mobile App Now Available for Android

Carmel, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced its popular LiveBlock app is now available for Android users. Registered auto dealers can use this app to participate in live vehicle auctions at ADESA locations across the country—all from their smartphones.

The iOS version of LiveBlock mobile app was released in July 2014 and has become, along with the company's Marketplace mobile app, a convenient mobile tool for dealers. During the past six months, monthly vehicle purchases on the LiveBlock mobile app have grown significantly. The app has received positive reviews from users, who describe it as "very easy to use" and a "powerful tool for the auction warrior."

"This app has already given dealers additional access to vehicle inventory, so we are pleased to be able to offer this same advantage to Android users," said Stéphane St-Hilaire, president and CEO of ADESA. "The LiveBlock and Marketplace mobile apps are our latest investments in technology products that enhance the customer experience both online and at auction."

The LiveBlock mobile app is very similar to LiveBlock on ADESA.com, which simulcasts vehicles worldwide via real-time audio and video feeds. On their iOS or Android devices, dealers can search for specific inventory or browse run lists for upcoming sales. They can access photos and condition reports on those vehicles, add vehicles to their Watch Lists and set AutoBid to place bids automatically.

When it's time to bid, LiveBlock mobile app users can participate in live auctions alongside dealers in the auction lanes as well those accessing LiveBlock on ADESA.com. The mobile app also streams live audio so users can hear the auctioneer and the bidding action.

Vehicles added to a Watch List through the LiveBlock mobile app are synced to that user's account so that, no matter where a customer logs in, it's consistent across devices—from desktops, to laptops to smartphones.

The LiveBlock mobile app is free to download:

- U.S.: ADESA.com/mobileapps or text ADESA to 89800
- Canada: ADESA.ca/mobileapps or text ADESACA to 647-725-3655

For additional information about ADESA LiveBlock mobile app, contact ADESA Customer Connection at 888-526-7326.

-# # #-

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 66 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.