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For Immediate Release

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ADESA UNVEILS ENHANCED FEATURES ON ADESA.COM

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services, Inc. (NYSE: KAR), today announced it has launched another series of enhancements to ADESA.com as part of its ongoing commitment to make vehicle buying and selling easier and more convenient for users.

“Our team is constantly evaluating our online offerings and communicating with our customers about their experience,” said ADESA President and CEO Stéphane St-Hilaire. “We utilize this feedback to continuously develop and implement creative solutions that streamline and enhance user experience and drive additional value for our customers.”

Here are some of the enhancements.

- **High-resolution vehicle images.** Vehicle representation gets an upgrade with images taken with an image capture app at an ADESA auction. On select inventory, users can zoom, pan, enlarge—and even purchase—the premium images from the Vehicle Details page. (U.S. only)
- **Updated ADESA Market Guide (AMG).** A re-designed AMG Summary now features results subgroups. AMG Weekly links allow easier access and greater visibility. And the National ADESA Wholesale Value for vehicles has been added to the Search Results and Vehicle Details pages (U.S. only)
- **Quick link to join LiveBlock from ADESA.com.** Users can join a live sale on LiveBlock directly from ADESA.com’s Run List Search Results, Vehicle Details and Watch List pages.
- **LiveBlock start times on vehicle entries.** Sale event times are listed on vehicle entries on the Run List, Search Results, Vehicle Details and Watch List pages.
- **Layout improvements to printable run lists.** Larger font size and enhanced bar codes for easier, more responsive scanning make this list more user-friendly.
- **New search functions.** Search options for DealerBlock search, global search and specialty search now include “Non-Runner.” And the Saved Search page includes an option to update preferences on notifications.

For more information about this series of enhancements, visit <http://images.adesa.com/publicweb/whats-next/now.html>, email customerconnection@adesa.com or call 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 for details.

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