



FOR IMMEDIATE RELEASE

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**TRADEREV AND ADESA VANCOUVER ANNOUNCE EXCLUSIVE PARTNERSHIP WITH
OPENROAD AUTO GROUP**

Toronto, Ontario, October 13, 2015—TradeRev, a Toronto-based provider of a vehicle appraisal and auctioning system for automotive dealers, and ADESA Vancouver, a business unit of KAR Auction Services, Inc. (NYSE: KAR), announced today an exclusive used vehicle trade-in partnership with OpenRoad Auto Group, an automotive retail group in Canada. TradeRev President and Co-Founder Mark Endras made the announcement.

The partnership, through which the companies have built a complete vehicle trade-in and wholesale remarketing process, was established in July 2015. All of OpenRoad Auto Group's trade-in units are listed and sold through TradeRev and ADESA Vancouver through the new partnership.

"This exclusive partnership with such a prominent automotive group in one of our core markets represents an outstanding opportunity for TradeRev, and we're confident that our technology will provide OpenRoad Auto Group with an innovative and profitable process for selling cars to their customers," said Endras. "Our advanced car auctioning system will help support the ongoing growth efforts of OpenRoad Auto Group."

Launched in 2000, OpenRoad Auto Group is one of the largest and fastest growing automotive retail groups in Canada. The company has over 750 associates that represent 12 new car brands and over 450 used vehicles throughout 15 locations in British Columbia, Canada.

"We are proud to have created a trade-in work flow integration for the OpenRoad Auto Group with an ADESA/TradeRev combined service offering that is both transparent and efficient, all while maximizing total sales," said John MacDonald, general manager of ADESA Vancouver. "With thousands of active buyers in-lane and online at each auction, we can offer one of the largest international buyer bases for our consigners."

About TradeRev

TradeRev is a revolutionary vehicle appraisal and auctioning system that gives dealers and buyers the power to launch live, one-hour, dealer-to-dealer auctions from the palm of their hand, whenever and wherever they are.

Available on iOS, Android and desktops, TradeRev brings unmatched convenience, accessibility and advantage to the retail and wholesale remarketing processes, including the ability to sell vehicles on-demand, and generate real-time, real-data pricing information. Through SMS, mobile and email alerts, buyers never miss an auction, and have access to fresh trades before they even reach traditional inventory channels. Backed by ADESA's suite of back office services, as well as an innovative rating system, buyers and sellers alike can participate in real-time auctions with confidence and transparency. ADESA is a business unit of KAR Auction Services (NYSE: KAR). For more information, visit traderev.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 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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