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ADESA LAUNCHES MARKETPLACE APP FOR APPLE WATCH

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), announced today that it has launched its Marketplace app for the Apple Watch.

The original Marketplace app available on the iOS allows registered auto dealers to find, research, price and purchase vehicle inventory, both online and at ADESA auction locations across the country. The Apple Watch app includes many popular features of Marketplace such as “Watch Lists”, which tracks vehicles of interest, and GPS.

At auction, having this handy app on their wrists saves dealers time. With GPS, dealers can quickly locate a vehicle on the auction lot. They can build WatchLists of vehicles of interest, cars they recently bid on and even purchased vehicles. The Apple Watch app will alert the dealer when a Watch List vehicle is about to run in a physical auction lane. It also sends notifications when a dealer is outbid on an online vehicle auction on ADESA DealerBlock, so the dealer can take immediate action.

The Apple Watch app gives 24/7 access to data to help for better buying decisions. With a quick tap, dealers can access the ADESA Market Guide to research pricing and view national price averages on saved vehicles searches.

“Car dealers are leveraging technology in new and exciting ways, and this Apple Watch app allows them to monitor their auction day activities even more closely,” said ADESA President and CEO Stéphane St-Hilaire. “We will continue to launch products that give our customers more options and broader access to fill their inventory needs.”

In addition, the Marketplace app has been enhanced with new features, including:

- an improved VIN scanner that links directly to vehicle history;
- updated condition report details, with tire condition and an inspection summary;
- a “My Purchases” view with in-lane, LiveBlock and DealerBlock transactions;
- Coupon code acceptance; and,
- DealerBlock outbid notifications for iOS.

The Marketplace mobile app is available at no cost for iOS and Android. For additional information about the Marketplace mobile app and the Marketplace app for the Apple Watch, 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 for details.

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