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***For Immediate Release***

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**ADESA UPDATES WEBSITE AND ONLINE SEARCH FEATURES TO  
BENEFIT DEALERS**

*Enhancements make doing business online faster and easier*

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), announced today that it has redesigned the look and functionality of its website home page and search operation.

The user-friendly enhancements to the home page and the search features make the website more intuitive and easier to navigate. The simplified and streamlined user experience allows dealers to access their most frequently used features much more quickly.

The new primary search feature gives dealers an advanced search option that can significantly narrow their searches, allowing them to be as general or specific as they want in order to quickly find the vehicle inventory that best matches their needs.

Additionally, the new “Favorite Auctions” feature allows dealers to choose their ten preferred auction sites, which creates a custom dashboard on the home page. This dashboard enables dealers to go directly to the run lists at each auction, see when there are live auctions taking place at each location, and access ADESA live sales immediately from the home page.

“We are excited to provide our dealers with a more intuitive, simplified site that still has the same features that they’ve come to know and love,” said ADESA President and CEO Stéphane St-Hilaire. “We are constantly testing and implementing new ways to improve and enhance the user experience and are confident this latest set of upgrades will make the process of doing business on the site faster and easier.”

The home page and search enhancements also include:

- An updated navigation bar with consolidated drop-down menus for quick access to Search, Watch List, Market Guide, Sell and Auction Locator features
- A new Account Profile drop-down menu with links to purchases, personal settings and preferences

- A fast and easy way to initiate searches by vehicles, run lists and sellers using radio buttons near the top of the home page
- Quick access to vehicles that are eligible for special offers and to inventory organized by previously saved search parameters

These site enhancements are now live on ADESA.com and ADESA.ca. Registered dealers in the United States and Canada can view these changes on their respective sites.

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

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