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Nicole Archer Named Vice President of Autoniq

CARMEL, Ind. — Autoniq, a business unit of KAR Auction Services (NYSE: KAR), today announced that Nicole Archer has been named vice president of Autoniq. Archer, who most recently served as director of strategic projects for KAR subsidiary ADESA, will report to Autoniq President Thomas Marr.

In her new role, Archer will focus on expanding awareness of Autoniq’s robust features and functionality, as well as enhancing the customer benefit of this technology offering within the KAR suite of vehicle remarketing products and services.

“Nicole is extremely passionate about identifying and implementing innovative tools that help dealers efficiently and effectively run their businesses,” said Marr. “She brings more than a decade of experience to our team, and I look forward to working with her to bring Autoniq’s services to even more markets.”

Since joining ADESA in 2004, Archer has held a variety of leadership roles in areas such as ebusiness, commercial sales and product development within ADESA and other KAR subsidiaries. She has a bachelor’s degree from Indiana University-Purdue University at Indianapolis and is co-chair of the International Automotive Remarketers Alliance Certification Committee.

“I am excited for the opportunity to leverage my previous experience across the KAR group of companies to now benefit Autoniq’s customers, who rely on accurate, real-time information when sourcing vehicle inventory,” said Archer.

KAR acquired Autoniq last June as part of KAR’s Digital Services Group. Autoniq provides real-time information such as vehicle pricing, history reports and market guides to dealers. Its mobile app allows used-car dealers to scan VINs on mobile devices, view auction run lists and access vehicle history reports and market value reports instantly.

About KAR Auction Services

KAR Auction Services, Inc. (NYSE: KAR), a FORTUNE® 1000 company, operates worldwide vehicle auction services and provides related services. Based in Carmel, Indiana, the KAR group of companies is comprised of ADESA, Inc. (ADESA), Insurance Auto Auctions, Inc. (IAA), Automotive Finance Corporation (AFC), and additional business units, with more than 15,000 employees and approximately 250 auction facilities. Together, KAR's complementary businesses provide support, technology and logistics for the used vehicle industry. For more information, visit karauctionservices.com.