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ADESA Announces Changes to Auction Management at Two Locations

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced changes to its auction management teams at ADESA Orlando and ADESA Los Angeles, effective immediately.

Theo Jelks, previously general manager of ADESA Los Angeles, will lead ADESA Orlando as general manager. Jeff Brinkley, previously assistant general manager at ADESA Indianapolis, will serve as assistant general manager.

“Theo is a proven leader with a unique ability to build strong teams and provide the highest levels of customer service,” said ADESA Chief Operating Officer Paul Lips. “And Jeff’s operational expertise will play a key role in setting up ADESA Orlando for the future. They are both industry professionals who bring an exceptional depth of knowledge about auction operations. Together, they will form the base of a strong management team at that location.”

Jelks joined ADESA in 2001 as executive sales director and was named general manager at ADESA Tampa in December 2005. He transferred to ADESA Los Angeles as general manager in 2009 and was named general manager at ADESA Las Vegas in 2011. He returned to ADESA Los Angeles as general manager in 2014.

Jeff Brinkley has more than 30 years of experience in the auction industry, having started at Indianapolis Auto Auction in 1985 as operations manager. He was general manager at ADESA Southern Indiana for two years and has been at ADESA Indianapolis for 16 years, most recently as assistant general manager.

At ADESA Los Angeles, Vic Yancone, previously assistant general manager of operations, has been promoted to general manager. Cheryl Toler, previously assistant general manager, has been promoted to auction manager. Jesse Estrada, previously general sales manager, has been promoted to assistant general manager of sales and administration. Jeff Hyde, previously operations director, has been promoted to assistant general manager of operations.

Yancone has over 25 years of auction and remarketing industry experience, including 13 years as senior vice president for BSCAmerica. He joined ADESA Los Angeles in 2008 as operations director and later was promoted to assistant general manager of operations.

Toler began her career in the auction industry in 1988 with ADT Automotive. She joined ADESA Los Angeles in 2002 as factory manager for Toyota. She was promoted to commercial account manager in 2008 and to assistant general manager in 2009. She transferred to ADESA Las Vegas to assist with its opening and then returned to ADESA Los Angeles as assistant general manager.

“Vic and Cheryl have dedicated themselves to the success and growth of this auction,” said Lips. “They know their market, they know their customers, and I’m confident ADESA Los Angeles will continue to thrive under their leadership.”

Estrada began his career with ADESA in 2001 as an outside sales representative for dealer consignment. In 2005, he was promoted to dealer consignment sales manager. In 2014, Jesse was named general sales manager overseeing dealer consignment, e-business and the dealer relations team.

Hyde has more than 20 years of auction experience, including managing body shop and reconditioning departments. He held the role of commercial accounts manager before being promoted to operations director in 2015.

“Jesse and Jeff each have many years of experience in the auction business,” continued Lips. “They have established themselves as go-to guys, and they are ready to step into these roles and serve as an essential part of the auction team.”

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 76 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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