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For Immediate Release

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**ADESA MEETS CUSTOMER DEMAND WITH A \$40 MILLION INVESTMENT
IN CHICAGO USED-CAR AUCTION FACILITY**

ADESA introduced technological advancements during first sale

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced it has officially opened its new ADESA Chicago auto auction. KAR invested approximately \$40 million to develop the company's most integrated, customer-centric and technologically advanced physical auction location to date.

"As one of the largest car markets in the United States, Chicago is a top priority in our strategic growth initiatives. There are nearly 1,100 car dealers within a 100-mile radius of our centrally located Hoffman Estates auction facility. Our goal is to provide our services to the majority—if not all—of those customers," said Stéphane St-Hilaire, CEO and president of ADESA.

During the first sale, customers were introduced to some of the most innovative technology and concierge-level service in the industry, including mobile iOS applications that allow dealers to do even more while in the auction lanes. Right from their mobile devices, dealers can now: pay for their vehicles, request post-sale inspections and get gate passes emailed to their device.

"More than 200,000 vehicles were sold at auction last year in Illinois. We are committed to expanding our market share and facilitating the exchange of many of these vehicles. We are filling an unmet need in the market with our end-to-end remarketing services and unmatched technology," St-Hilaire added.

Advanced technology also streamlines the checkout process with an iOS application that quickly and easily scans the driver's license, gate pass and vehicle barcode. Mobile printers managed by ADESA employees also allow dealers to print bid badges from their mobile devices pre-sale.

ADESA Chicago joins the already well-established presence of KAR subsidiaries in the Chicago market, Insurance Auto Auctions and Automotive Finance Corporation. ADESA Chicago is KAR's 7th location within 40 miles of Chicago proper.

This auction facility hosted its first sale on Friday, October 28, for dealers in the Chicago, Wisconsin and Indiana markets. It is conveniently located between six major interstate systems and near O'Hare International airport. The 167,000-square-foot facility is built across 65 acres and is currently hiring 100 employees.

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 77 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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