



FOR IMMEDIATE RELEASE

ADESA Realigns Dealer Services to Enhance Customer Experience

Kathy Hopkins Promoted to New Director of Dealer Sales Position

CARMEL, Ind. – May 18, 2017 – ADESA, a business unit of KAR Auction Services, Inc. (NYSE: KAR), today announced that it has expanded the company’s dealer sales and services reach into additional regions across the U.S. This realignment will further enhance the customer experience both online and in-lane through a dedicated group of professionals delivering more personalized business solutions for a diverse customer base.

“We want to ensure that our dealer sales and services teams are providing customer service that’s optimized to meet each dealer’s unique business needs,” said Steve Dudash, vice president of dealer sales and services for ADESA. “This move will enable our teams to design a customized, multi-pronged approach that matches our products and capabilities to each client’s specific situation in a way that benefits that client.”

Additionally, Kathy Hopkins has been promoted to lead the team of regional dealer sales managers in the newly created position of director of dealer sales. In her new role, Hopkins will ensure that auction sales personnel provide market expertise and meet customer needs with collaborative, creative solutions tailored to the client. She will report directly to Dudash.

“Kathy’s proven track record of supporting dealer customers at the auction level makes her a natural fit to oversee the regional dealer sales managers,” said Dudash. “Her knowledge and experience will enable a consistent, exceptional service experience for our customers at all our auction locations and for our growing base of online clients.”

Hopkins has been a regional dealer sales manager overseeing the East region since 2015. Previously, she was assistant general manager/dealer sales manager at ADESA Indianapolis for nearly a decade. Hopkins also served as fleet lease manager and commercial account manager at that auction location after starting her career there in 1998 as account coordinator.

Hopkins was named to *Auto Remarketing* magazine's 40 Under 40 list in 2016. She was a member of the 2015 class of the National Auto Auction Association's Dynamic Leadership Institute and is a licensed auctioneer. Hopkins holds a bachelor's degree from Indiana University–Purdue University Indianapolis.

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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 PAR North America, RDN, AutoVIN and CarsArrive. ADESA hosts weekly sales online and at its 77 auction locations across North America. The company's online auction venues include ADESA LiveBlock and ADESA DealerBlock. ADESA is part of the KAR Auction Services group of companies. Visit ADESA.com for details.