



FOR IMMEDIATE RELEASE

ADESA Launches 21-Day Return Guarantee with ADESA Assurance

Purchase Price Reimbursement on Eligible In-Lane or Online Purchases

CARMEL, Ind. – August 29, 2018 – ADESA, a business unit of KAR Auction Services, Inc. (NYSE: KAR), has launched a new return guarantee product called ADESA Assurance. The new service allows participating dealers to return eligible vehicles within 21 days for a full refund of the purchase price and associated buy fee. The program is available to dealers at all 60 ADESA physical auction locations in the U.S. as well as DealerBlock and LiveBlock, ADESA’s online and simulcast auction platforms.

“Everything we do at ADESA is aimed at simplifying the auction experience for our customers,” said John Hammer, president of ADESA. “ADESA Assurance gives dealers greater confidence and flexibility in their purchases to help them keep pace with the always changing market conditions. By reducing the risk of wholesale transactions, ADESA Assurance will help our dealers stay fast, focused and successful.”

Across ADESA, there are thousands of vehicles up for auction at any given time, the duration of which can vary from a few days to just seconds. To capture the inventory they want, dealers often make purchasing decisions with incomplete or deficient information regarding market conditions, a vehicle’s condition or potential reconditioning needs. The ability to return a vehicle through ADESA Assurance is aimed at alleviating the uncertainty of these transactions and helping dealers deploy their capital and shift their inventory more quickly.

For customers who enroll in the subscription service, ADESA Assurance will be automatically applied at the time of purchase to all eligible vehicles purchased at ADESA physical auctions, LiveBlock, ADESA UVA and ADESA mobile auctions. Buyers who only purchase DealerBlock vehicles on ADESA.com can add protection on a vehicle-by-vehicle basis at the time of check-out.

ADESA Assurance applies to vehicles 20 years or newer with a maximum sale price below \$100,000 and fewer than 250,000 miles on the odometer. For additional details or to enroll in the subscription service, visit ADESA.com/Assurance.

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About KAR Auction Services

KAR Auction Services (NYSE: KAR) provides sellers and buyers across the global wholesale used vehicle industry with innovative, technology-driven remarketing solutions. KAR's unique end-to-end platform supports whole car, salvage, financing, logistics and other ancillary and related services, including the sale of more than 5.5 million units valued at over \$40 billion through our auctions. Our integrated physical, online and mobile marketplaces reduce risk, improve transparency and streamline transactions for customers in 120 countries. Headquartered in Carmel, Ind., KAR has approximately 17,500 employees across the United States, Canada, Mexico and the United Kingdom. For more information go to www.karauctionservices.com. For the latest KAR news follow us on Twitter @KARSpeaks.