



FOR IMMEDIATE RELEASE

ADESA Partners with Fiat Chrysler Automobiles to Pilot Next Evolution of Simulcast Sale

Hosts Exclusive Livestreaming Sale from Four Locations as Part of FCA Inaugural CPOV Meeting

CARMEL, Ind. – September 19, 2019 – ADESA, a business unit of global automotive remarketing and technology solutions provider KAR Auction Services Inc. (NYSE: KAR), partnered with Fiat Chrysler Automobiles (FCA) to pilot an ADESA Simulcast sale outside of the physical auction sale-day environment. As part of FCA’s inaugural national CPOV (certified preowned vehicle) dealer meeting, vehicles were launched into auction from four ADESA auction locations — ADESA Golden Gate, ADESA Indianapolis, ADESA Kansas City and ADESA Las Vegas. FCA CPO dealers attending the event were able to participate in fast, live bidding action.

“We were extremely pleased to work with our strong partners at FCA to demonstrate the powerful potential of ADESA Simulcast to this sophisticated and tech savvy group of dealers,” said John Hammer, ADESA president. “ADESA Simulcast allows us to bring the auction right to our dealers — exposing sellers to a broader buyer base and helping buyers access the hard-to-find inventory they need. We were honored to pilot this with FCA and to add to the excitement and energy of their annual meeting.”

Launched earlier this year, ADESA Simulcast is a cloud-based auction solution that allows dealers to participate virtually in multiple in-lane sales occurring in any location. As part of ADESA Simulcast, participating dealers can easily access detailed condition reports, photos, valuation tools and transportation options for purchased vehicles. The FCA sale was the first use of the technology to launch from multiple sites in a non-sale-day environment to a defined, exclusive group of dealers.

“FCA has always taken a progressive and innovative approach to remarketing,” said Mark Nagel, head of remarketing at FCA – U.S. “Our dealers demand it, and our dealers are always looking for new solutions that save time and resources. Digital and streaming technology is a great way to accomplish this, and we were pleased with the inaugural launch of this pilot sale. We look forward to evolving these and other programs to help our franchise dealers succeed.”

FCA's inaugural national CPOV dealer meeting was held in Las Vegas, Nevada, and was attended by more than 130 franchise dealers. ADESA Simulcast is available to dealers nationwide through ADESA.com and the ADESA Marketplace app.

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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 nearly 3.5 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 more than 70 countries. Headquartered in Carmel, Ind., KAR has approximately 15,000 employees across the United States, Canada, Mexico and Europe. For more information go to www.karauctionservices.com. For the latest KAR news follow us on Twitter [@KARspeaks](https://twitter.com/KARspeaks).

About FCA N.V.

Fiat Chrysler Automobiles (FCA) is a global automaker that designs, engineers, manufactures and sells vehicles in a portfolio of exciting brands, including Abarth, Alfa Romeo, Chrysler, Dodge, Fiat, Fiat Professional, Jeep®, Lancia, Ram and Maserati. It also sells parts and services under the Mopar name and operates in the components and production systems sectors under the Comau and Teksid brands. FCA employs nearly 200,000 people around the globe. For more information regarding FCA, please visit www.fcagroup.com.