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For Immediate Release

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ADESA Opens New Auction in Cincinnati

Carmel, IN—ADESA today announced that it has expanded its reach in the greater Cincinnati area with the opening of a new used-vehicle auction. ADESA Queen City joins ADESA Cincinnati-Dayton and ADESA Cleveland in the robust Ohio market.

“The opening of ADESA Queen City strengthens our presence in an economically vibrant area of the Midwest,” said ADESA President & CEO Tom Caruso. “Located in the heart of greater Cincinnati, it’s a great fit for ADESA strategically because it allows us to now serve the entire metropolitan area.”

Cincinnati is affectionately referred to as the “Queen of the West” or “Queen City” by locals. “The Cincinnati area has been a strong dealer consignment market for several years,” said ADESA Cincinnati-Dayton General Manager Geoff Parker. “So we were pleased by this opportunity to give our dealers an additional source for inventory.” Parker will also serve as general manager of ADESA Queen City.

Beth Troup, who has more than 35 years experience in the auto industry, will oversee the day-to-day operations at ADESA Queen City and report directly to Parker. “Beth is an excellent fit for this new location,” said Parker. “She grew up in this business and really understands our dealers unique customer service and support needs.”

The facility has been completely renovated and offers reconditioning, mechanical and transportation services. Dealers will have access to on-site financing through sister company Automotive Finance Corporate as well as 24-hour vehicle reception and storage. All sales will be simulcast via ADESA LiveBlock, with vehicles also available on ADESA DealerBlock.

The auction will host a dealer consignment sale every Wednesday at ADESA Queen City, 8200 Reading Road, Cincinnati, Ohio 45237. For more information, please call 513-761-1034.

The addition of ADESA Queen City now gives ADESA 63 whole car auction locations in the United States, Canada and Mexico.

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. With 63 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host physical and Internet auctions. ADESA LiveBlock simulcasts vehicles worldwide. ADESA DealerBlock offers two ways to buy: bid-now sales events or buy-now pricing 24/7. Through its related subsidiaries of AutoVIN® and PAR North America, it is also able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit ADESA.com for details.

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