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Media Inquiries:

Darci Valentine

(317) 249-4414

[darci.valentine@karauctionservices.com](mailto:darci.valentine@karauctionservices.com)

**instaVIN Names Edie Hirtenstein Director of Business Development**

*CARMEL, Ind.* — instaVIN, a business unit of KAR Auction Services (NYSE: KAR), announced today that Edie Hirtenstein has been named director of business development for instaVIN. Hirtenstein will report directly to instaVIN CEO and President Jim Irish.

instaVIN provides retail and wholesale car buyers with vehicle history reports as well as technology products through which automotive and powersports dealers can attract and structure retail transactions with consumers online.

In her new role, Hirtenstein will be responsible for managing customer relationships and identifying and implementing innovative products and services that could further expand the business. Her key areas of focus will be to develop partnerships with major automotive service providers and to recognize integration opportunities for the company, particularly in the areas of remarketing, vehicle data and collision information.

“Edie brings a rich knowledge of auto dealerships, auto finance companies, auto insurance and consumer use of car facts and report information,” said Irish. “Her extensive experience with vehicle history report data and online VIN check processes will help us enhance our agility and proficiency as we continue to expand the capabilities and alliances of instaVIN.com.”

Hirtenstein brings more than 14 years of automotive industry experience to her new role. She has held various executive positions in product management during her eight years at Experian Automotive, including AutoCheck history reports, and four years at Equifax, and is skilled in the areas of salvage, rebuilt and junk brand data. She is also very familiar with instaVIN, having previously served as director of data services for two years.

Hirtenstein holds a bachelor’s degree from the University of Illinois at Chicago.

**About KAR Auction Services**

KAR Auction Services, Inc. (NYSE: KAR), a FORTUNE® 1000 company, operates worldwide vehicle auction services and provides related services. Based in Carmel, Indiana, the KAR group of companies is comprised of ADESA, Inc. (ADESA), Insurance Auto Auctions, Inc. (IAA), Automotive Finance Corporation (AFC), and additional business units, with approximately 17,000 employees and 300 locations. Together, KAR's complementary businesses provide support, technology and logistics for the used vehicle industry. For more information, visit [karauctionservices.com](http://karauctionservices.com).

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