



**FOR IMMEDIATE RELEASE**

## **AFC Promotes Will Mitchell to Chief Operating Officer**

**CARMEL, Ind.** – April 20, 2021 – Automotive Finance Corporation (AFC), a business unit of global technology solutions provider and leading operator of digital marketplaces for wholesale used vehicles KAR Auction Services Inc. d/b/a KAR Global (NYSE: KAR), announces the promotion of Will Mitchell to chief operating officer. In this position, Mitchell will oversee AFC field and business operations with a continued focus on business development and commercial operations.

“Mitchell is an incredibly strategic thinker and vision-driven leader with a proven track record of success,” said Jim Money, president of AFC. “In his expanded role, Mitchell is responsible for leading AFC’s operations strategy and execution to ensure we are positioned to continue serving our customers in their preferred manner, either in person or digitally.”

As chief operating officer, Mitchell will draw on his deep understanding of the needs of the independent dealer to ensure AFC continues to provide industry leading, customer-first services and solutions. He will also continue to lead AFC’s product development and market partnership efforts with a focus on forging and strengthening strategic partnerships.

“I’m thrilled to extend my focus to empowering our team with valuable tools and resources that provide timely service and convenient solutions for AFC’s customers,” said Will Mitchell, chief operating officer of AFC. “AFC has been a leader in the automotive financing industry for over 30 years and I look forward to building upon that legacy.”

Mitchell joined AFC in 2015 as director of strategic initiatives. In 2018, he was promoted to vice president of business development and commercial operations. In that role, Mitchell was instrumental in the launch of several new AFC products, including Daily Tab and Rebuilder, as well as aiding in the company’s continued digital evolution. Prior to his time with AFC, Mitchell worked for various companies in business development roles specializing in strategic initiatives. He also served for eight years in the Army National Guard.