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ADESA Northwest Named U.S. Bank 2015 Specialty Auction of the Year

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced that ADESA Northwest has been selected as the U.S. Bank 2015 Auction of the Year, Marine/RV Segment. ADESA Northwest was formerly Brasher's Northwest Auto Auction at the time of the award.



This is the sixth consecutive time that U.S. Bank has chosen this auction location to receive the honor. In fact, no other auction has won this distinction since U.S. Bank began awarding it in 2010 to recognize its top specialty auctions.

Criteria to determine the winning auction include conversion rates, NADA retentions, and operational benchmarks such as days to transport and days to condition report.

“I would like to thank Jason Herman and the U.S. Bank team for their continued partnership and support, which have enabled us to achieve this award six years in a row,” said Mark Melton, general manager of ADESA Northwest. “Jodi Rowland and the fleet lease team, our reconditioning team, the sales department and other teams at the auction have played instrumental roles in reaching and exceeding these benchmarks.”

Melton and Rowland, fleet lease manager, accepted the award on behalf of the ADESA Northwest staff earlier this month in Cincinnati. The trophy was presented by U.S. Bank representatives Jason Herman, senior vice president, director of asset remarketing, and Mike Ryan, assistant vice president, auction sales and performance manager.

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. The company handles virtually every stage of the used-vehicle lifecycle through its related subsidiaries of PAR North America, RDN, AutoVIN and CarsArrive. Remarketing services include a variety of activities designed to transfer used vehicles between professional sellers and buyers.

ADESA hosts weekly sales at its 76 auction locations across the United States, Canada and Mexico. The company also builds and manages online sale platforms for many major vehicle manufacturers. The company's online auction venues include ADESA LiveBlock, which simulcasts vehicles worldwide; and ADESA DealerBlock, which offers two ways to buy: bid-now sales events or buy-now pricing 24/7. ADESA is part of the KAR Auction Services group of companies. Visit ADESA.com for details.

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