

PRESS RELEASE

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Greater Rockford Auto Auction Adds National Sales Manager

The Greater Rockford Auto Auction (GRAA) is pleased to announce John Smith as National Sales Manager, responsible for overseeing sales and marketing efforts at GRAA. John comes to GRAA with over 22 years of experience in the auction industry, most recently as the General Manager of Manheim New Mexico before leaving Manheim in 2011. John then went on to own an AAMCO Transmission shop as well as partner with an independent dealership in Albuquerque before deciding to come back to the Auction Industry. "We are excited to add John to our team at the Greater Rockford Auto Auction. John's experience, understanding of the industry, and drive for the auction business complement our strategy well. We look forward to his involvement as we grow the auction and reinvest in the business with enhancements such as our new state of art 10,000 square foot reconditioning facility set to open this April as well as our upcoming complete remodeling and enhancement of our auction lanes." stated Chad Anderson, General Manager.

John returns to the Chicagoland market, where he was Assistant General Manager for Manheim's Arena Auto Auction for over a decade and grew up in Wisconsin. "I am excited to work for an Independent Auction that truly understands customer service. We will answer the phone, know your name, and the majority of the staff here has worked at GRAA for many years. The last couple of years I have been on the other side of the counter as a dealer and truly appreciate the level of customer service that we can provide. I am also excited with the new reconditioning building as well as having our own dealer floorplan subsidiary." John has an undergraduate from University of Wisconsin Madison, as well as an MBA from Babson College in Wellesley, MA.

For more information about GRAA, please visit www.graa.net.