

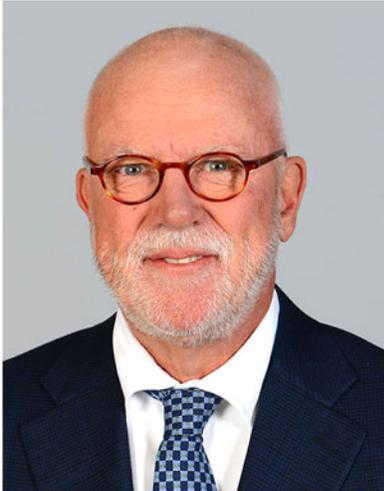


## Press Release

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### **NAAA Honors Bob Rauschenberg with Pioneer Award**



LAS VEGAS, Nev. (November 16, 2016) — The National Auto Auction Association has selected Bob Rauschenberg, ADESA Auctions executive vice president, sales, marketing and special services, as an auction NAAA Pioneer at its 68th NAAA/NRC Convention.

The NAAA Pioneer Award honors those who have worked in the wholesale motor vehicle industry and/or NAAA and have brought innovation and enhanced methods of improving services to remarketers through NAAA member auctions. Earning the honor means the recipient has consistently followed the standards of the NAAA Code of Ethics.

Rauschenberg has been in the remarketing business since his early teens when, he says, he wanted to purchase a Corvette. He kept buying, reconditioning and selling cars until he ended up with the vehicle he wanted. He purchased his first motorcycle at 13, his first boat at 14 and the Corvette at 15. He is a graduate of Emporia State University in Kansas, with a bachelor's degree in marketing.

Now nearly six decades later, he has worked for the nation's top auction chains and earned some of the industry's top honors. Earlier this year he was honored with the 2016 Circle of Excellence Award by the International Automotive Remarketers Alliance during its convention.

Rauschenberg initially entered the automotive industry as a fleet administrator with Allstate Insurance Co., followed by a move into a managerial role with a major car rental company. He later became vice president of remarketing for two of the largest fleet and lease companies in North America. He has held key positions in the auction industry including president of ADT Auction Services Division and executive vice president of sales and marketing for ADESA from 1995 until 2000.

He joined ABC Auto Auctions in 2000 and became its president. He worked there until April 2007, at which time he returned to ADESA to once again serve in the role of executive vice president of sales and marketing.

Rauschenberg, 72, has been steeped in the remarketing industry for over 40 years.

“Let me tell you,” he said with a laugh, “the introduction of the fax machine was a big deal.”

Since then, he has seen the introduction of computers, the Internet, online advertising and marketing, online buying and a host of technological improvements in transportation, reconditioning, repairs and more.

“Technology, obviously, has been the biggest change during my career,” he said. “It has streamlined operations and widened our reach to more consignors and buyers. It has made our lives easier. And while that all true, when systems go down, it can cripple you.”

He said one of the other milestones he witnessed go by was the passing of a national odometer-tampering laws, which were spearheaded by Mike Richardson and Tony Moorby, with the assistance of the NAAA, which was then named Anglo-American Auto Auctions.

“Odometer tampering was a common practice and one which was hurting our industry,” he said.

“ ‘Industry Pioneer’ is a very appropriate award for Bob,” said Tony Moorby, who was CEO at ADT Auction Services Division when Rauschenberg served there. “He has always been one to step outside the mainstream and see where it goes. He has a pioneering spirit, is very resilient to change, with a facility to bounce back. He has a wonderful sense of humor.”

Rauschenberg’s contributions to the industry span decades at the major auction chains he served. He has made numerous contributions in sales, marketing and dealer services.

Rauschenberg is known throughout the industry for his signature thick, white beard, on a face that always seems to sport a smile. During his free time, he can usually be found on a Harley Davidson Fat Boy. Moorby said Rauschenberg started organizing auction industry rides to the annual Sturgis Motorcycle Rally and other locations across the country while at ADT Auctions, and carried that tradition to ADESA and ABC Auctions. He is also an avid boater and hiker. Rauschenberg supports Focus on the Family, a ranch for troubled youth, Special Olympics and other charities.

Each year, he and a group of close friends suit up for a motorcycle ride, usually about 3,000 miles round trip. Last year, the group visited Lake Louise in Alberta, Canada.

Looking ahead, Rauschenberg believes there will always be brick-and-mortar auctions, but believes online auctions will only get stronger.

“As we look ahead there will be larger marshaling centers where cars are reconditioned, give ever-better condition reports, are sold online and delivered to the dealerships,” he said. “There will be an industry to support remarketing for decades to come. I don’t think I’ll see cars driving themselves to reconditioning centers and then driving themselves to the dealership in my lifetime.”

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