

## PRESS RELEASE



**FOR IMMEDIATE RELEASE**

### **ADESA Launches First-of-Its-Kind Customer Rewards Program**

**CARMEL, Ind. – January 31, 2018** – ADESA, a business unit of KAR Auction Services, Inc. (NYSE: KAR), launches its industry-leading rewards program. ADESA Rewards allows customers to earn points when they purchase qualifying vehicles and specialty units at ADESA U.S. auction locations and on ADESA.com. Customers can use earned reward points as ADESA Dollars toward buy fees on future eligible purchases, or convert their earned points to use toward the purchase of merchandise, travel or gift cards.

“We listened to our customers when we designed this program and created a simple way for customers to earn rewards. It allows them to get the most return on their purchase and the most value out of every ADESA transaction,” said Paul Lips, chief operating officer at ADESA. “By creating a reward program in which all our customers across all ADESA U.S. auction locations and online platforms can participate and earn points, we are creating a more consistent and transparent marketplace.”

Dealers enrolled in the ADESA Rewards program get reward points with their first transaction – earning on all eligible open sale vehicles as well as on special promotions throughout the year. Also, bonus points are awarded when dealers show an increased purchase history at ADESA.

“This program gives participating dealerships the ability to distribute ADESA Rewards points between the dealership or their auction representatives,” said Carol Sewell, vice president of marketing at ADESA. “Regardless of dealership size, everyone can benefit from ADESA Rewards.”

Single button access to the rewards program at the top of the ADESA home page allows dealers to join the program with a valid Auction Access number and a current ADESA.com username and password. Registered dealers can enroll on ADESA.com or contact ADESA Customer Connection at 888-526-7326 for more information.

ADESA is a leading provider of vehicle auction and remarketing services with 75 vehicle auctions throughout North America.

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**About KAR Auction Services**

KAR Auction Services (NYSE: KAR) provides sellers and buyers across the global wholesale used-vehicle industry with innovative, technology-driven remarketing solutions. KAR's unique end-to-end platform supports whole car, salvage, financing, logistics and other ancillary and related services, including the sale of more than 5 million units valued at over \$40 billion through our auctions. Our integrated physical, online and mobile marketplaces reduce risk, improve transparency and streamline transactions for customers in 110 countries. Headquartered in Carmel, Indiana, KAR has approximately 17,600 employees across the United States, Canada, Mexico and the United Kingdom. [www.karauctionservices.com](http://www.karauctionservices.com)