Columbus Fair Auto Auction preps for GM Mega Sale.

Columbus, OH. - Columbus Fair Auto Auction (CFAA) is hosting its largest and most extensive GM Financial sale. Scheduled for Wednesday, August 22nd, the sale with a comic-con theme will feature 500+ GM Financial Off-Lease and rental vehicles across two sales lanes.

"If dealers haven't bought in the GM lanes before, or haven't bought in the GM lanes for a while, this sale is certainly the time to do it," said Tim French, VP of Sales for CFAA. "There promises to be a lot of action, prizes, and giveaways, something for everyone."

The evening before the sale, a preview dinner will be held offering buyers a chance to review the available units and when they will cross the block. GM representatives will also be on hand to meet and talk with buyers.

An additional event on sale day will include a GM Financial Remarketing led roundtable discussion. Independent and franchise dealers will be included in the hour long session which will provide insights from GM, and allow GM to hear from independent dealers and franchise dealers. "This is a unique opportunity for CFAA buyers to get in front of GM," stated Josh Koronich, CFAA Director of Dealer Sales. "GM is asking for feedback and I know our dealers have opinions and ideas so now is a great time for them to express these ideas."

The Mega Sale is scheduled to kick-off at 10:15 a.m. with drawings throughout the sale and an end of sale progressive drawing. Buyers will also be able to participate online via simulcast.

About Columbus Fair Auto Auction:
Columbus Fair Auto Auction is a family-owned auction founded in 1959. Led by Alexis Jacobs, CFAA is a leading independent auction servicing both commercial and dealer consignors. Each of the eleven lanes promotes IAS Simulcast with high definition cameras. Among its many awards, Columbus Fair Auto Auction has been named Ally Financials Independent Auction of the year for 2015, 2016, and 2017. For more information visit cfaa.com.