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DAA/OKC Marks 30 Years with Lane-Buster Sale Topped by \$70,000 in Prizes

October 25, 2018 is a red-letter day at Dealers Auto Auction of Oklahoma City (DAAOKC): the celebration of three decades of service to the remarketing community. Since its founding in 1988, the auction has grown to become a leading auction facility, offering the largest weekly vehicle consignment in the state and the highest sales percentage of any independent auction in the region. DAA/OKC has recorded the sale of 1.55 million vehicles, totaling more than \$15 billion, since opening its doors in 1988.

To mark its 30th year, DAA/OKC has planned an Anniversary Sale that will bring buyers and sellers together from all parts of the South-Central region and beyond, with lanes brimming with vehicles and prize giveaways running all day long.

“We’ve planned a great day of buying and selling in the lanes at our

30th Anniversary Sale,” says Bruce Beam, DAA/OKC’s general manager. “We’re expecting more than 1300 vehicles, topped by consignment from Ally, ARI, AvisBudget Group, FISERV, Hertz, OneMain Remarketing, Prestige Financial, Santander/Chrysler Capital, United Auto Credit and Westlake Remarketing. We’re also introducing a Specialty Sale, with motorcycles, boats, travel trailers, ATVs and motorhomes. Added to that will be a day full of food, fun and prizes for everyone in attendance as our way to thank our customers for 30 great years in business.”



Beam reports that all dealers attending DAA/OKC's 30th Anniversary Sale will receive a logo'd pullover, and will enjoy a free breakfast, hamburgers and hot dogs fresh off the grill for lunch, and snacks and drinks in the lanes. More the \$70,000 in cash and prizes are planned, including \$5,000 in lane drawings throughout the day, and end-of-sale drawings for \$15,000 in cash. All of that will be topped off by the grand prize drawing: a 2002 SS Chevy 35th Anniversary Camaro.

"We're pulling out all the stops to make our 30th Anniversary Sale an event to remember," said Beam. "It's a day we'll share with customers both old and new, celebrating our success with everyone who has over the past 30 years helped make DAA/OKC one of the best independent auctions in the country."



This 2002 SS Chevy Camaro is the grand prize at DAA/OKC's 30th Anniversary Sale.

Founded in 1988 by Gary Smith, DAA//OKC has been a trusted source for vehicles from auto dealers, commercial consignors and GSA in Oklahoma. A prestigious consignor lineup is led by Ally Auto, Santander Consumer/Chrysler Capital, Hertz, AvisBudget Group and PAR North America. The auction also hosts regular sales for GSA, which are open to the public. Located on 85 acres, the auction includes 7 auction lanes, a full-service restaurant, and over 65,000 square feet of recon, mechanical and body/paint shop facilities. DAA/OKC is a member of the ServNet Auction Group.