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Eileen Dennie

eileen.dennie@adesa.com

317-249-4292

Ronna Webb Named New Fleet/Lease Manager at ADESA Dallas

Carmel, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced that Ronna Webb was named fleet/lease manager at ADESA Dallas. In this new role, Webb will be responsible for start-to-finish processing of a high-volume commercial portfolio.

“Ronna is an industry veteran with a proven track record of innovative performance and mentorship,” said ADESA Dallas General Manager Ken Osborn. “Her ability to envision and execute streamlined operational and administrative processes and inspire strong leadership across all levels will make her a true asset to the ADESA Dallas management team.”

Webb has 27 years of experience in the industry, serving most recently as director of CRM and inside sales for ADESA. She started in 1987 as a block clerk and has served as factory department supervisor, General Motors account manager, factory manager and general operations manager during the years. Webb was honored in 2011 by *Auto Remarketing* magazine as a member of its annual “Women in Remarketing.”

About ADESA

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. The company handles virtually every stage of the used-vehicle lifecycle through its related subsidiaries of PAR North America, RDN, AutoVIN and CarsArrive. Remarketing services include a variety of activities designed to transfer used vehicles between professional sellers and buyers.

ADESA hosts weekly sales at its 65 auction locations across the United States, Canada and Mexico. The company also builds and manages online sale platforms for many major vehicle manufacturers. The company’s online auction venues include ADESA LiveBlock, which simulcasts vehicles worldwide; and ADESA DealerBlock, which offers two ways to buy: bid-now sales events or buy-now pricing 24/7. ADESA is part of the KAR Auction Services group of companies. Visit ADESA.com for details.

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