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***For Immediate Release***

Darci Valentine

[darci.valentine@adesa.com](mailto:darci.valentine@adesa.com)

317-249-4414

**ADESA PROMOTES TWO TO DEALER SERVICES LEADERSHIP ROLES**

*CARMEL, Ind.*—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced two promotions within the dealer services team.

C.J. Lopez, previously major dealer accounts manager, has been promoted to director of major dealer accounts. Kjersta Loyd, previously general sales manager of ADESA Golden Gate, has been promoted to regional dealer sales manager for the Mideast/Midwest regions.

The announcement was made by Steve Dudash, vice president of dealer services. Both positions will report to Dudash.

In his new role, Lopez will act as a strategic partner and oversee relationships with major dealer groups. He will be responsible for sharing the latest technologies, products and services to support customers' ever-changing business needs and enhance their overall auction experience.

Lopez started his career with ADESA in 2006 as the dealer sales and services manager of ADESA San Diego. There he won numerous awards, including 2009 1st Place Dealer Consignment (Division 2), 2010 Western Region Dealer e-Business Champion and 2011 Dealer Sales MVP Western Division. In 2012 he was promoted to general sales manager, and in 2014 he was promoted to major dealer accounts manager. Lopez recently won 2015 Major Dealer Accounts MVP honors. Lopez holds a bachelor's degree from Montclair State University.

"C.J. has consistently produced impressive results during his 10 years with ADESA," said Dudash. "As major dealer accounts manager, he has successfully developed and implemented national partnerships while still working closely with his team and with customers. I look forward to working with him on strategies and tactics to enhance our product and service offerings to dealers on a national level."

In her new role, Loyd will collaborate with local auction sales managers and provide guidance on managing dealer sales activities. She will develop plans and sales

strategies to ensure consistency across auction location and prioritize common goals, such as providing quality service to customers.

Loyd brings nearly 20 years of automotive industry experience to her new position. She began her career with ADESA Seattle in 1998 and served in numerous roles of increasing responsibility for more than a decade. She worked at Washington Liftruck for two years and then returned to ADESA Seattle in 2010 in outside sales for the dealer consignment team. She was promoted to dealer sales and services manager at ADESA Houston in 2011, where she won 2012 Central Region Dealer Sales MVP and 2013 West Region Online Champion honors. In 2014, she was named general sales manager of ADESA Golden Gate.

“Kjersta has been an outstanding performer throughout her two decades in the industry, and I welcome her to the national dealer services team,” said Dudash. “She will be instrumental in ensuring we implement best practices and standardization to provide more dedicated service and support to customers across the Midwest and Mideast regions.”

#### **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 76 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](http://ADESA.com) for details.

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