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ADESA Launches VirtuaLane^{SM} Auctions at 20 North American Locations

Key Customer Partnerships Create a More Technologically Advanced and Safe Auction Experience

CARMEL, Ind. – Feb. 27, 2019 – ADESA, a business unit of global vehicle remarketing and technology solutions provider KAR Auction Services, Inc. (NYSE: KAR), announces the launch of VirtuaLane^{SM} auctions. VirtuaLane is a live in-lane auction experience that utilizes technology to create a safe, virtual marketplace for ADESA customers at its physical auction locations. VirtuaLane has launched at 20 ADESA locations in North America.

"At ADESA, we continue to invest in creating a more seamless, efficient customer experience with safety as a priority," said John Hammer, president of ADESA. "By partnering with major automotive brands such as American Honda Finance Corporation and others, we have successfully launched VirtuaLane — a modernized, safe, in-lane auction experience. Our Eastern region executive vice president, Mike Caggiano, worked closely with customers to create and lead a smooth transition to VirtuaLane."

"We wanted to ensure customers are getting the full physical auction experience while substantially reducing the risk of potential accidents associated with cars driving through the auction lanes," said Caggiano. "As the company that created the most widely used auction industry safety standards training program, Safe T. Sam, our customers were eager to partner with us and expand in a relatively short time. And we have plans to add even more locations in the coming months."

Dealer customers attending a VirtuaLane sale participate in the same bidding process as in a traditional in-lane auction. However, instead of cars physically driving through the auction lanes, big-screen monitors showcase the vehicle and its features during bidding. Before the bidding begins, customers can view the vehicle in person while it is parked at the ADESA auction location. Just as with traditional ADESA auctions, customers have access to detailed condition reports, photos, valuation tools and transportation for purchased vehicles.

ADESA locations in Vancouver and Montreal are the most recent to launch VirtuaLane.

"Every day we strive to meet our customers' evolving needs and integrate the latest technological advancements in the industry to meet their expectations," said Trevor Henderson, ADESA Canada chief operating officer. "This collaboration with some of our key customers delivers better technology and an improved, safer auction experience."

ADESA is a leading provider of vehicle auction and remarketing services with 75 vehicle auctions throughout North America. VirtuaLane is available at the following 20 ADESA locations.

ADESA Atlanta	ADESA Boston	ADESA Brasher's	ADESA Charlotte
ADESA Cincinnati / Dayton	ADESA Concord	ADESA Dallas	ADESA Golden Gate
ADESA Kansas City	ADESA Las Vegas	ADESA Minneapolis	ADESA Montreal
ADESA Nashville	ADESA New Jersey	ADESA Northwest	ADESA Orlando
ADESA Sarasota	ADESA Syracuse	ADESA Vancouver	ADESA Washington, D.C.

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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 5.95 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 120 countries. Headquartered in Carmel, Ind., KAR has 18,000 employees across the United States, Canada, Mexico and Europe. For more information go to www.karauctionservices.com. For the latest KAR news follow us on Twitter @KARspeaks.