



**FOR IMMEDIATE RELEASE**

## **ADESA-Donated Vehicle Raises more than \$20,000 for NIADA Foundation**

Eight Consecutive NIADA Convention and Expo Charity Auctions Sponsored by  
ADESA Brings in Over \$196,000 in Total Donations

**CARMEL, Ind. – October 7, 2020** – ADESA, a business unit of global vehicle remarketing and technology solutions provider KAR Auction Services d/b/a KAR Global (NYSE: KAR), brought in \$20,300 during the 2020 NIADA | NABD convention and expo charity auction benefitting the NIADA Foundation. This marks the eighth consecutive year ADESA auctioned off a nearly new, front-line ready vehicle during the annual convention to raise funds to support the foundation’s education and training and initiatives.

“ADESA is committed to the NIADA Foundation and is thrilled to once again give back to the many deserving dealers, family-members and communities positively impacted by their work,” said Steve Jordan, KAR’s SVP of Dealer Sales. “This year especially, we realize that our dealer community needs resolute, dedicated partners to support their success and help them prevail throughout unforeseen challenges. It’s one reason why we accelerated deployment of our ADESA Simulcast+ platform, which simulates the live auction environment in a fully digitized, highly automated, live streaming format.”

On Tuesday, Oct. 6, dealers gathered virtually for the first-ever NIADA | NABD all-digital charity vehicle auction, powered by ADESA Simulcast+ technology, to watch the action and bid in real-time on an ADESA-donated vehicle. Eric Nelson from Nelson Automotive placed the winning bid on a 2019 Ford Mustang EcoBoost Fastback.

“ADESA and the KAR Global family of companies are vital partners to NIADA, our member dealers and the NIADA Foundation base,” NIADA interim executive vice president Shaun Petersen said. “Their generous donation of vehicles over the past eight years has raised more than \$196,000 to help fund the NIADA Foundation’s numerous charitable activities and scholarships for outstanding high school and college students.”

The charity auction directly followed KAR Global President Peter Kelly’s convention keynote address, “The Road Ahead: How Independent Dealers Can Win in an Age of Change.” Other

participants from KAR included “Sourcing Inventory in the COVID Era: an Auction Perspective” panelist John Hammer, chief commercial officer at KAR and president of ADESA, and “The Future of Floorplanning” panelist Jim Money, president of AFC.

The NIADA Foundation coordinates the association’s commitment to charitable giving and education. In addition to making numerous donations to charities nationwide and providing matching funds for local charitable projects, the Foundation has raised hundreds of thousands of dollars to assist members of the automotive community affected by hurricanes and other disasters, and has established endowments that fund university scholarships for students pursuing careers in the automotive industry. Learn more about the NIADA Foundation at <https://www.niada.com/foundation.php>.

ADESA is a leading provider of vehicle auction and remarketing services, with 74 auctions throughout North America. Serving customers both online and in-lane, ADESA offers technology-based solutions that enable sellers and buyers to maximize ROI. Learn more about ADESA <https://www.adesa.com/>.

###

**Media Inquiries:**

Stephanie Freeman

(317) 619-9515

[stephanie.freeman@karglobal.com](mailto:stephanie.freeman@karglobal.com)

**Analyst Inquiries:**

Mike Eliason

(317) 249-4559

[mike.eliason@karglobal.com](mailto:mike.eliason@karglobal.com)

**About KAR**

KAR Auction Services Inc. (NYSE: KAR), known as KAR Global, provides sellers and buyers across the global wholesale used vehicle industry with innovative, technology-driven remarketing solutions. KAR Global’s unique end-to-end platform supports whole car, financing, logistics and other ancillary and related services, including the sale of nearly 3.8 million units valued at approximately \$40 billion through our auctions. Our integrated physical, online and mobile marketplaces reduce risk, improve transparency and streamline transactions for customers in more than 80 countries. Headquartered in Carmel, Indiana, KAR Global has approximately 15,000 employees across the United States, Canada, Mexico, U.K. and Europe. For more information, go to [www.KARglobal.com](http://www.KARglobal.com). For the latest KAR Global news, follow us on Twitter [@KARspeaks](https://twitter.com/KARspeaks).