

Step-by-step guide

ADESA[®] **MARKET GUIDESM**

*National pricing data, market guide
averages and post-sale results*



ADESA.COM



ADESA MARKET GUIDE

For help in determining the fair market price of your vehicles, turn to ADESA Market Guide which includes values based on previous sales transactions and currently available inventory.

ACCESS ADESA MARKET GUIDE

1. LOG IN VIA ADESA.COM

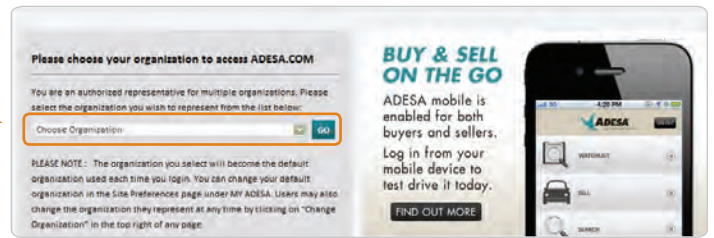
- Enter your user ID and password.

IF YOU ARE NOT YET REGISTERED:

- Access ADESA.com and click on the REGISTER NOW button.
- Complete and submit the online registration form; Customer Connection will then contact you to complete your registration information.



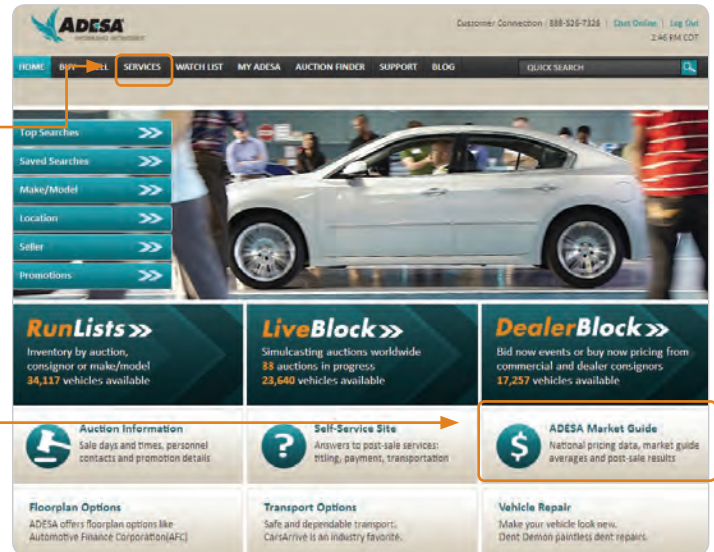
NOTE: Effective July 2013, for users associated to more than one organization, you will be prompted to choose an organization at your first log in. This will set the default for all subsequent logins. Users can change the default organization by accessing MY ADESA in the main navigation and then SITE PREFERENCES in the sub-navigation bar.



1. ACCESS TO ADESA MARKET GUIDE

There are two ways to access the guide:

- Click on SERVICES in the main navigation bar.
- Or click on the VEHICLE WHOLESAL PRICES button on the Home Page.

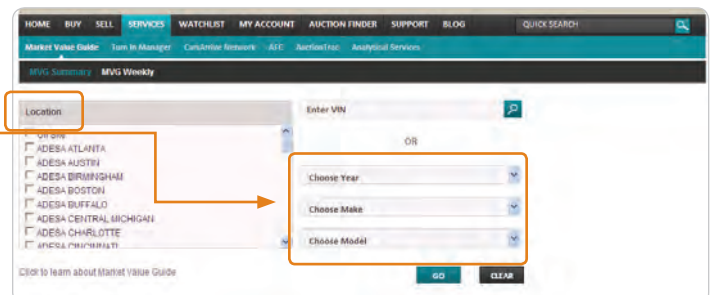


SEARCH FOR VEHICLES

1. SELECT YOUR SEARCH PARAMETERS

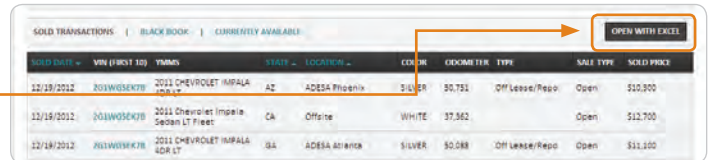
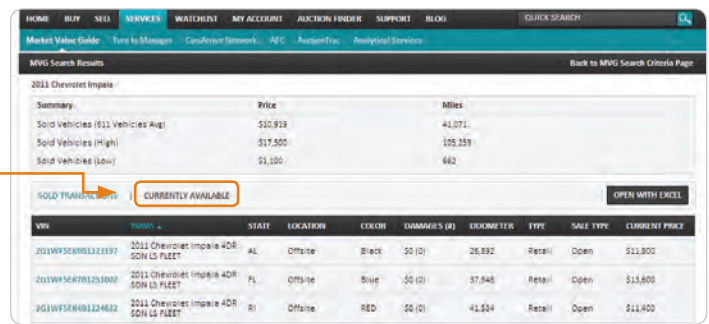
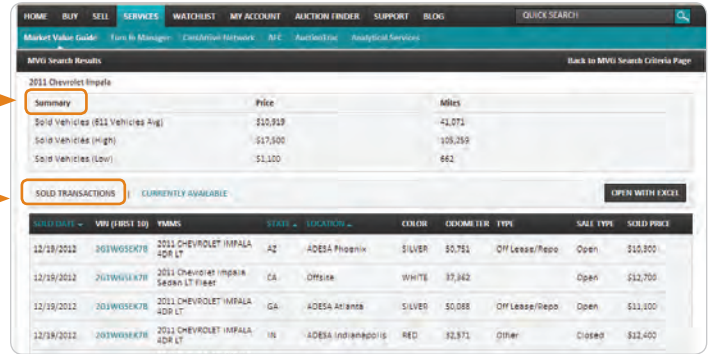
- Choose a location to search.
- Enter the VIN from a like vehicle or select the year, make and model of the type of vehicle you'd like to evaluate.

NOTE: When you make no selection in location, this will be a national search that includes all offsite and physical auction inventory.



2. REVIEW YOUR SEARCH PARAMETERS RESULTS

- Start with the summary of all sold records for like vehicles within the last 90 days.
- Scroll through SOLD TRANSACTIONS to review and compare individual transactions, including odometer readings and sold prices. The VIN will link to the VEHICLE DETAILS PAGE where you can view more information about a sold vehicle.
- Select the CURRENTLY AVAILABLE tab to display all like inventory that is currently listed in one of our auction channels (DealerBlock, Run List, and LiveBlock). The VIN will link to the VEHICLE DETAILS PAGE where you can view more information about an available vehicle.
- Click OPEN WITH EXCEL to export these listings into an Excel spreadsheet that you can sort according to your preferences.



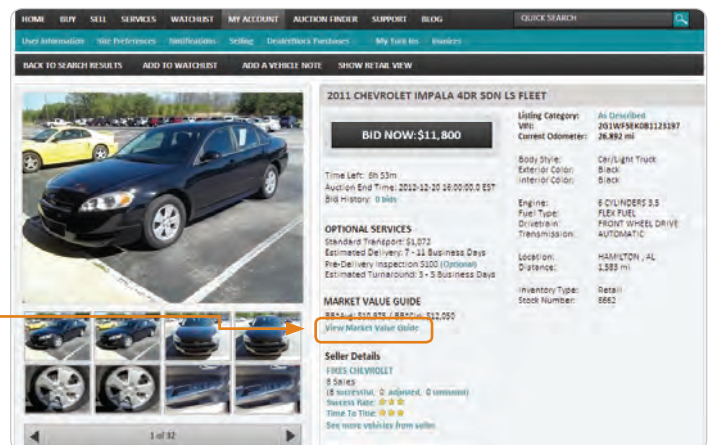
NOTE: Some vehicles will offer an additional section that displays Black Book® information to assist you in evaluating the fair market price.



USE ADESA MARKET GUIDE FOR YOUR BENEFIT

WHEN BUYING OR BIDDING ON A VEHICLE

- Use ADESA MARKET GUIDE to determine your bid, best offer or buy now pricing.
- Search for a vehicle using any of the search options.
- Link to the VEHICLE DETAILS PAGE.
- Click VIEW MARKET VALUE GUIDE.



NOTE: Some vehicles will offer an additional section that displays Black Book® information to assist you in evaluating the fair market price.

| Summary | Price | Miles |
|---|----------|---------|
| Sold Vehicles (All Vehicles Avg) | \$10,929 | 43,071 |
| Sold Vehicles (High) | \$17,500 | 105,259 |
| Sold Vehicles (Low) | \$4,300 | 643 |
| Black Book White (Avg. Adj) | \$10,975 | 244-304 |
| Black Book White (Clean, Adj) | \$12,080 | 244-304 |
| Black Book White (Reg. Avg. Adj) | \$10,975 | 244-304 |
| Black Book Fin Advancech | \$12,280 | |

WHEN SELLING A VEHICLE

Use the MARKET VALUE GUIDE to help you price your listed vehicle.

- Click on SELL in the main navigation bar, then select PERFORMANCE in the sub navigation bar.

- Locate your vehicle and click the VIEW MVG Link.

| Date Created | Date in Inventory (Days) | VIN | Stock Number | Company | Mileage/Damage | Location | Buy/Retire Offer | Current High Bid | Current Price | Reference Value | # of Watchers | Page Views | Image Viewed | Unique Quotes Viewed | Auction Start | Auction Reserve | Current Bids | Action |
|--------------|--------------------------|-----------------------|----------------|------------------|----------------|----------|------------------|------------------|-----------------------|----------------------|---------------|------------|--------------|----------------------|---------------|----------------------------|--------------|--|
| 12/12/12 | 12/12/12 (8) | 2011 FORD MUSTANG 4DR | 12V9P845421071 | REGINA U.S. BANK | 22,818 mi | OKC | 0.0 | 0 | Start Reserve Buy Now | 15200 15200 \$8,3500 | AVL | 2 | 8 | 1 | 5 | 4m 24m 24m 7m 15m 18 of 20 | | Cancel Edit Price Reserve Image Print View MVG |

FOR MORE INFORMATION

For more information, please visit the ADESA Help site at www.help.ADESA.com

QUESTIONS?

CALL: Customer Connection at 888-526-7326

EMAIL: customerconnection@adesa.com

CHAT: Customer Connection on www.adesa.com