FEBRUARY SITE ENHANCEMENTS • EFFECTIVE FEBRUARY 21, 2013

We are continually enhancing our open auction to make buying and selling easier and more convenient. Review this document for our latest updates. For questions, please contact Customer Connection at 888-526-7326 or customerconnection@adesa.com.

ENHANCEMENTS FOR BOTH BUYERS AND SELLERS

1. New and improved HELP site: Visit www.help.ADESA.com as the site to go for all of your support needs – in lane or online. This site will be the place to find the latest enhancements and help guides for our services and solutions.

   • Friendly user interface
   • Easy to navigate with sections broken down by job functions
   • Options to view onscreen, print or download
   • NEW videos available that allow you to move around, skip sections or view in its entirety
   • Easy access to Customer Connection and Customer Connection Portal
   • Easy access to MY ACCOUNT

2. Enhanced home page: New features include updates to the home page.

   • The auctions channels button in the middle of the page will tell you how many vehicles are available for all auction channels.

   • The LOCATION button from the QUICK SEARCH left navigation sorts auctions by city in alphabetical order.
A new link to VIEW ALL PROMOTIONS is available on the PROMOTIONS button from the QUICK SEARCH left navigation.

3. Enhanced navigation: New features are available on the main and sub navigations.
   - DEALERBLOCK SEARCH is available under the BUY main navigation. This allows you to select DEALERBLOCK vehicles as a search option, similar to RUN LISTS and LIVEBLOCK.
   - Under SUPPORT, Dealer Resources is now called HELP RESOURCES and will send you to the new Help site at www.help.ADESA.com.
   - COMMUNICATIONS CENTER is available under the MY ACCOUNT main navigation. Here you will be able to set up your email and communications preferences.
   - CREATE is a new item under the SELL main navigation. It allows you to add vehicles quickly.

4. Enhanced market value guide: New features are available for a better user experience.
   • MARKET VALUE GUIDE will now support a 10 or 17 digit VIN search.

ENHANCEMENTS FOR BUYERS

1. Buy-back guarantee available: Experience peace of mind and more confidence on off-site inventory. For only a small investment, you can have the extra peace of mind of being able to get your money back just in case:
   • You change your mind
   • Your retail transaction falls through
   • You missed a disclosure on the VEHICLE DETAILS PAGE, CONDITION REPORT or VEHICLE HISTORY REPORT

Guarantee is available in the US and Canada for 10 days and 30 days. For more information contact Customer Connection at 888-526-7326 or customerconnection@adesa.com. Follow the prompts for DEALERBLOCK.
2. Enhanced search results page: Several changes and new features are available on this page for a better user experience.

• The total number of pages are included in the SEARCH RESULTS PAGE to help you drill down to the vehicle you are interested in.

• CONDITION REPORTS are presented prominently as a green CR icon that you can click on for more information.

• Other new and improved icons include CERTIFICATION CODE and PROMOTION.

• Search results can be exported to excel from more screens, including both Advanced and Classic views (RUN LISTS).

• When refining your search in the SEARCH RESULTS PAGE, location types now include ADESA, CAP and Offsite.
• When viewing search results, you can now see what auction channel the vehicles are associated with—RUN LISTS, LIVEBLOCK and DEALERBLOCK.

3. **Enhanced vehicle details page:** Several changes and new features are available on this page for a better user experience.
• A “No Reserve” tag displays for vehicles whose reserve=open vehicles.

• Printer-friendly versions of the VEHICLE DETAILS PAGE are now available.

• Moved “Odometer Condition: Functions Properly” to the INSPECTION SUMMARY section.
• Changed the format of ADDITIONAL VEHICLE INFORMATION to a column format for easier viewing.

• A “Go to LIVEBLOCK” button is now available to go directly to LIVEBLOCK to the vehicle that you are interested in from next.ADESA.com.

• A RUN LIST tag is available on LIVEBLOCK inventory to signify those vehicles that are also available on RUN LIST.

4. **Settings updates:** Several changes and new features are available for more control.
   • Search counts for make/model will now match auction channel site preference.
   • If you have defaulted check out options, you will now be able to change your options on the fly while in the BID/BUY page.
ENHANCEMENTS FOR SELLERS

1. Multi-organizational support/super view: For users who work at many dealerships, there now is an easy way to manage multiple organizations from one log in. In many pages, you can easily switch between organizations. There are also enhanced tools for listing creation.

- When you create a listing or order an inspection, a drop-down box is available with a list of organizations that you are associated with. This allows for you to easily select the appropriate organization.

- As you are editing the vehicle details, you have the option to change organizations on the fly.

- On seller panels, you can see the names of organization by vehicle.

NOTE: This enhancement applies ONLY to Dealer to Dealer sellers. Other categories, including institutional, OPENLANE and consignors, will be at a later date.
• You can search by organization in the custom QUICK SEARCH page.

• You can review SELLER SUMMARY by individual organizations or all at once.

• You can select any organization on the PERFORMANCE PANEL.

2. Seller panels enhancements: Several changes and new features are available for a better user experience.
• Added total number of iterations to the LIVE PANEL.
• CONDITION REPORTS are presented prominently as a green CR icon that you can click on for more information.
• Links to CARFAX and AUTOCHECK are available in the panels.

ENHANCEMENTS FOR MOBILE
1. Market value guide available: The new site name is mobile.ADESA.com. The MARKET VALUE GUIDE feature that is available on the desktop version is also now available on your mobile device.

FOR MORE INFORMATION
For more detailed information, please visit the ADESA Help site at www.help.ADESA.com.

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