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ADESA LiveBlock Launches New AutoBid Tool

Carmel, IN—ADESA today announced that it has further enhanced its already popular Internet buying tool, ADESA LiveBlock, with a new functionality. LiveBlock AutoBid allows dealers to participate in live auctions—without having to attend a physical auction or even be logged on to a computer at sale time.

Now, dealers can simply log on to ADESA.COM up to one day prior to a sale and enter the maximum prices they are willing to pay for vehicles. Then, the LiveBlock AutoBid system will bid on their behalf up to the maximum price. LiveBlock AutoBid even allows dealers to be active in multiple lanes simultaneously. Or, if they change their mind, dealers can also remove or edit their AutoBid prior to the start of the auction.

“We added this new feature to LiveBlock in response to feedback and suggestions from our customers,” said James Dishroom, e-business operations and sales manager for ADESA. “I’m excited to release this recent enhancement because it provides our customers with yet another way to find the inventory they need.”

LiveBlock AutoBid is only triggered when another dealer places a competitive bid. A bid is not automatically placed at the dealer’s maximum AutoBid price entered. LiveBlock AutoBid will bid only what is required based on the starting bid and any other competitive bids.

To learn more about ADESA’s LiveBlock AutoBid, log on to ADESA.COM or call the LiveBlock dealer help line at 888-526-7326.

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. With 60 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host both physical and Internet auctions. Through its related subsidiaries of AutoVIN® and PAR North America, it is also able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit ADESA.COM for details.

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