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For Immediate Release

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**ADESA Golden Gate Hosts
Inaugural Harley-Davidson Financial Services Sale**

Carmel, IN—Dealers eager to feel the open wind on their faces donned their best black and orange and filled the lanes of ADESA Golden Gate for a recent specialty sale.

This was the first time an ADESA auction has ever hosted a Harley-Davidson Financial Services (HDFS) sale, and dealers responded by snatching up every cycle that rolled through the lanes, totaling 34 motorcycles and one four-wheeler.

“The response was phenomenal,” said ADESA Golden Gate General Manager Gary Mobley. “I can’t tell you how many people came up to me and thanked me after the sale, and said they’d never experienced this level of attention and service at any other motor sport auction.”

Dave Woods, remarketing manager for HDFS, kicked off the sale with an official ribbon-cutting ceremony. And ADESA’s own Ken Osborn, general manager of ADESA Dallas, kept the crowd on its toes as the auctioneer. The sale offered a great selection of bikes, ranging from Sportsters and Road Kings to Fat Boys with custom paint jobs.

Along with special financing and online incentives, ADESA Golden Gate gave every buyer a custom-made, long-sleeved Harley-Davidson T-shirt. Dealers also participated in additional giveaways during the sale.

The sale was run in conjunction with ADESA Golden Gate’s monthly “Top of the Line Sale,” which features Mercedes-Benz Financial, Chase, Saab, Porsche, U.S. Bank, Volkswagen Credit, Audi Financial and Acura.

“We have been absolutely inundated with phone calls from dealers who heard about this first sale and want to know when we’re holding the next one,” said Mobley. “And all the dealers I spoke with who attended the first sale said they’d definitely be back. So, our next bike sale should be a hit.”

ADESA Golden Gate will hold its next Harley-Davidson Financial Services sale on Thursday, June 26.

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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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