



July 9, 2008

For Immediate Release

Darci Valentine
darci.valentine@adesa.com
317-249-4414

ADESA Des Moines to Host Special Honda “Flood-Relief” Sale

Carmel, IN—ADESA Des Moines today announced it will be hosting a special Honda “flood-relief” sale on July 15, 2008.

The sale is intended to benefit dealers who have suffered vehicle losses due to the recent flooding that occurred in Iowa.

“It’s been a tough time for everyone with the massive flooding throughout the state of Iowa,” said ADESA Executive Sales Director John Combs, “and ADESA is proud to be working closely with American Honda Finance to create this special sale to assist our customers. It’s just one way we can help dealers start getting vehicles back on their lots so that they can get back to business as usual.”

The auction will begin at 10:30 a.m. on July 15 and will feature roughly 100 Honda vehicles. These vehicles will help Iowa dealers in the region to restock their inventory after incurring substantial vehicle losses due to storm-related damage and flooding.

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.

#