

# **ADESA<sup>®</sup>** *Simulcast*

## **BUYING USER GUIDE**

**ADESA<sup>®</sup>.CA**

APRIL 2019

## WHAT IS ADESA SIMULCAST?

ADESA Simulcast is the new way to join live sales from desktops and mobile devices. ADESA Simulcast has a responsive, user-friendly design that makes it faster and easier to bid and buy cars online. Learn more about ADESA Simulcast at [ADESA.ca/Simulcast](https://ADESA.ca/Simulcast).

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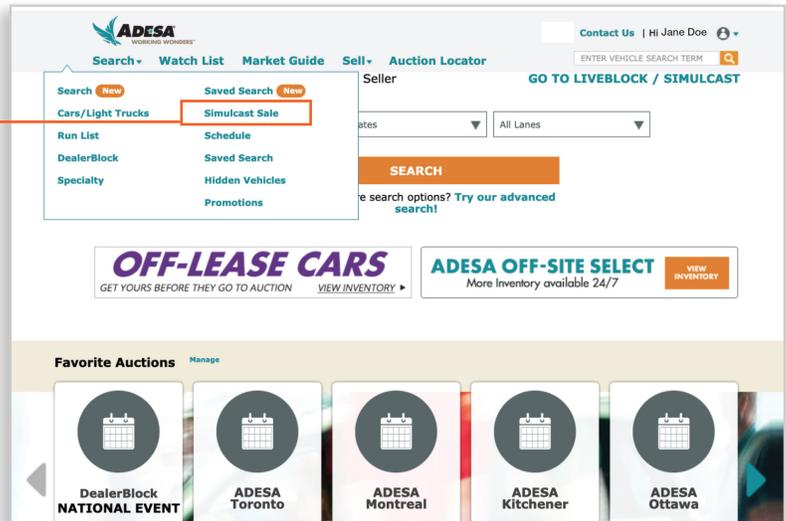
- Joining a Sale
- Managing your Lanes
- Finding and Evaluating Vehicles
- Placing Bids
- Completing the Transaction
- Reviewing Purchases
- Buying From Your Mobile Device

## QUESTIONS?

Contact our helpful Customer Connection representatives with any questions you have about ADESA Simulcast. 888-526-7326 or [CustomerConnectionCanada@ADESA.com](mailto:CustomerConnectionCanada@ADESA.com).

## JOINING A SALE

- From ADESA.ca, hover over **Search** on the top navigation bar and click on **Simulcast** in the drop-down menu

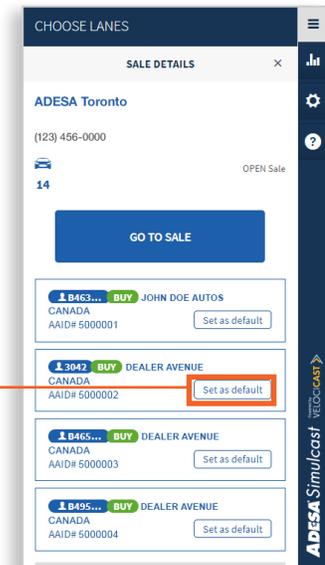


- The Sale Schedule will appear, select **JOIN** for any current sale. This will automatically launch the ADESA Simulcast bidding experience.

The screenshot shows the ADESA website's search results page. The table displays search results for '2,971 Vehicles Found Matching'. The table has columns for 'LOCATION/LANE', 'CONSIGNOR', 'SALE DATE', 'SALE TYPE', 'INVENTORY', 'WATCHES', 'AUTOBIDS', and 'CURRENT'. The 'JOIN' button is highlighted in a red box for the row with 'ADESA Toronto Lane D'.

LOCATION/LANE	CONSIGNOR	SALE DATE	SALE TYPE	INVENTORY	WATCHES	AUTOBIDS	CURRENT
ADESA Toronto Lane A	ADESA Consignment ADESA OPEN FLEET & LEASE CONSIGNORS	03/07/18 3:15 PM EST	Open	107	4		
ADESA Toronto Lane D	Dealer Avenue DEALER AVENUE	03/07/18 3:00 PM EST	Open	115	2	2	JOIN
ADESA Toronto Lane A	ADESA IN-OPS ADESA IN-OPS	03/07/18 2:30 PM EST	Open	27			JOIN
ADESA Toronto Lane B	ADESA IN-OPS ADESA IN-OPS	03/07/18 2:30 PM EST	Open	7			JOIN
ADESA Toronto Lane C	Dealer Avenue	03/07/18	Open	129			JOIN

- Select the buyer profile(s) that you want to bid as, and click **GO TO SALE**. You may set the default buyer profile for each new lane as you open it.



### ADESA Simulcast is FAST

- Nothing to download or install
- Compatible with all browsers
- Responsive – fits all screen sizes

## MANAGING YOUR LANES

### Lane Navigation Menu

Add lanes at any time by opening the lane navigation menu.

### Lane View Options:

Select small square for “mini bidder” view.

Select larger rectangle for wide and narrow view.

Switch/swap from mini bidder view to a wider view by clicking the arrows icon.



### Audio/Video Options:

Toggle by selecting the icons in the top of the larger views. The yellow bar indicates the lane where audio is playing.

### ADESA Simulcast is FLEXIBLE

- Join an unlimited number of lanes
- You choose how to view your lanes
- Use multiple screens

**WIDE LANE VIEW**

**NARROW LANE VIEW**

**MINI LANE VIEW**

**VEHICLE LIST**

ID	Year	Make/Model	Color	Grade	MSRP
#2	2018	FORD MUSTANG ECO PREMIUM	SILVER	18,736 KM	\$30,000
#3	2018	FORD MUSTANG ECO PREMIUM	BLACK	12,222 KM	Autobid
#4	2017	FORD F150 XLT	GREY	33,507 KM	Autobid
#5	2017	FORD MUSTANG ECOBOOST PREMIUM	Yellow	38,813 KM	Autobid
#6	2017	FORD MUSTANG ECOBOOST PREMIUM	Blue	31,855 KM	Autobid
#7	2018	FORD MUSTANG ECO PREMIUM	RED	17,114 KM	Autobid
#8	2018	FORD MUSTANG	Blue	12,273 KM	Autobid
#9	2018	FORD MUSTANG ECOBOOST CONVERTIBLE	Yellow	25,216 KM	Autobid
#10	2018	FORD MUSTANG ECOBOOST CONVERTIBLE	BLUE	14,020 KM	Autobid
#11	2018	FORD MUSTANG ECOBOOST CONVERTIBLE	GREY	11,969 KM	Autobid

**VEHICLE DETAILS**

**#2 - 2018 FORD MUSTANG ECO PREMIUM**

MSRP: \$41,200

Grade: 4.6 (18,736 KM)

Autobid: \$30,000

**DETAILS**

- Trim: ECO PREMIUM
- Body Style: CONVERTIBLE
- Door: 2
- Color: SILVER
- Interior: LS/BLACK
- MSRP: \$41,200
- Drive Type: Rear Wheel Drive
- Engine: E4
- Fuel: Turbo
- Transmission: AT
- VIN: 1ABCD1234EFGH456789

**HIGH VALUE OPTIONS**

- BACK-UP CAMERA
- CONVERTIBLE
- COOLED SEATES
- NAVIGATION SYSTEM
- NAVIGATION W/ HARD DRIVE
- 50 STATE EMISSIONS
- AIR CONDITIONING
- AIRBAG FRONT LEFT
- AIRBAG FRONT RIGHT
- AIRBAG FRONT RIGHT YES YES

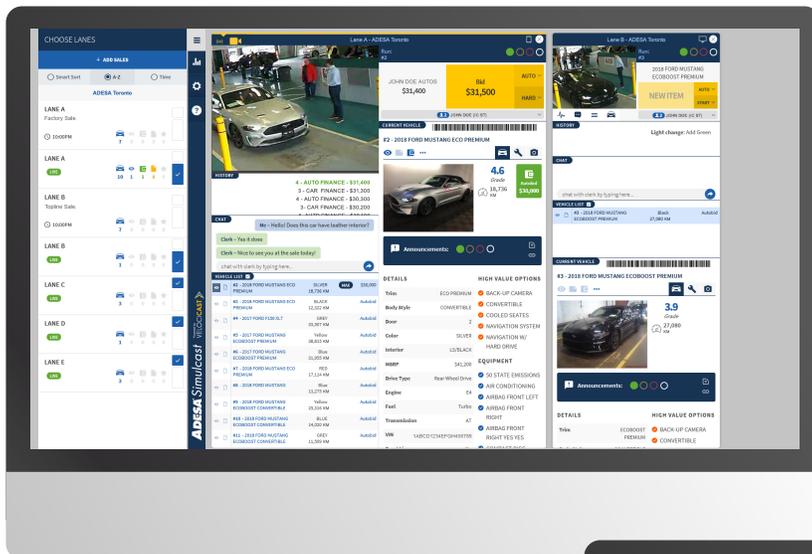
### Zoom Your View:

From your keyboard, hold down **Ctrl** (or **Command** if on a Mac) and + at the same time to enlarge or – to shrink your screen view.

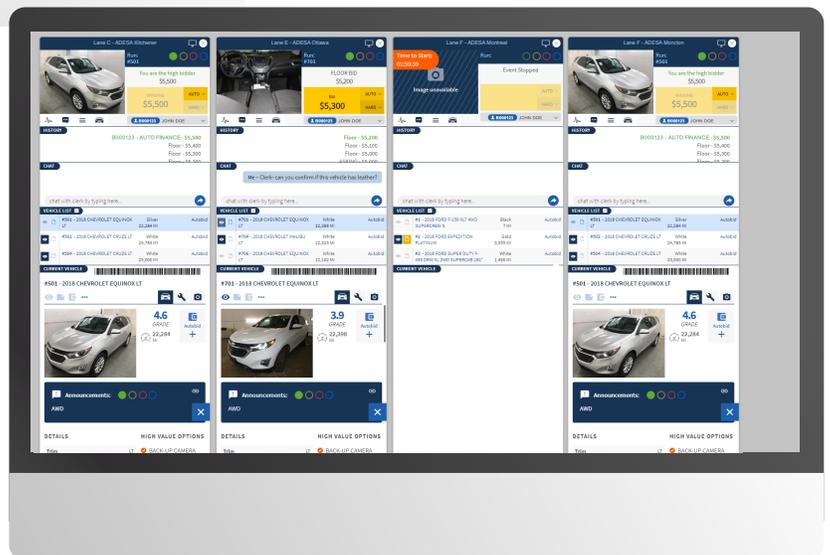
## USING MULTIPLE MONITORS

If you are using a Google Chrome, Internet Explorer or Microsoft Edge browser, **right-click on the tab where you have ADESA Simulcast open and select Duplicate.** Drag the new duplicate tab onto your second monitor.

If you are on a FireFox or Safari browser, **add a new tab from the top navigation, then just copy the web address from your first tab into a second tab and click Enter.** Drag the newly created tab onto your second monitor.



Monitor 1



Monitor 2

## FINDING AND EVALUATING VEHICLES

### ADESA Simulcast is FACTUAL

- One-click access to condition reports
- High-resolution photos



watched



not watched

### Watch List Icons:

Look for the eye icon when you watch a vehicle from ADESA.ca, the ADESA Marketplace app or within Simulcast. All platforms automatically sync in real-time.

VEHICLE LIST		
	#2 - 2018 FORD MUSTANG ECO PREMIUM	SILVER 18,736 KM
	#3 - 2018 FORD MUSTANG ECO PREMIUM	BLACK 12,322 KM

### Vehicle List:

Scroll through a lane's upcoming vehicles and click on the listing to open a full condition report.



#2 - 2018 FORD MUSTANG ECO PREMIUM

### Scannable VINS:

Scan vehicle barcodes with your favorite valuation VIN reading app.



### Lights:

Standardized lights\* are on every lane view.

The screenshot shows the Simulcast app interface. On the left, there's a 'CHOOSE LANES' sidebar with options for 'Smart Sort', 'A-Z', and 'Time'. The main area displays 'Lane A - ADESA Toronto' with a live video feed of a silver Ford Mustang. A bid card shows 'JOHN DOE AUTOS' with a bid of '\$31,500' and a high bid of '\$31,400'. Below the video is a 'VEHICLE LIST' table:

Vehicle ID	Year/Make/Model	Color	KM	Options
#2	2018 FORD MUSTANG ECO PREMIUM	SILVER	18,736	Autobid
#3	2018 FORD MUSTANG ECO PREMIUM	BLACK	12,322	Autobid
#4	2017 FORD F150 XLT	GREY	33,507	Autobid
#5	2017 FORD MUSTANG ECOBOOST PREMIUM	Yellow	38,815	Autobid
#6	2017 FORD MUSTANG ECOBOOST PREMIUM	Blue	31,955	Autobid
#7	2018 FORD MUSTANG ECO PREMIUM	RED	17,114	Autobid
#8	2018 FORD MUSTANG	Blue	13,275	Autobid
#9	2018 FORD MUSTANG	Yellow		Autobid

On the right, there's a 'DETAILS' section for the current vehicle, showing 'ECO PREMIUM' trim, 'CONVERTIBLE' body style, 'LS/BLACK' interior, and 'Rear Wheel Drive' drive type. It also lists 'HIGH VALUE OPTIONS' like 'BACK-UP CAMERA', 'CONVERTIBLE', 'COOLED SEATES', and 'NAVIGATION SYSTEM W/ HARD DRIVE'. At the bottom, there's an 'Announcements' section with three colored circles (green, yellow, red).



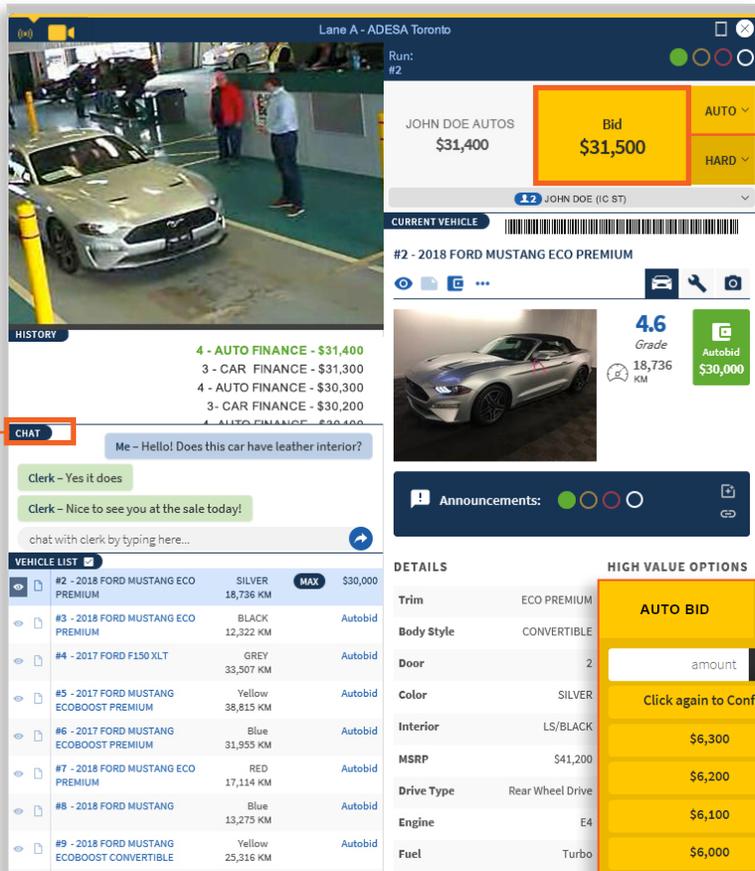
### More Information Icons:

Click the car, wrench and camera icons to get vehicle details, inspection information and photos.

### Announcements:

On-the-block announcements will always be visible in the wide and narrow lane views.

PLACING BIDS



**Bid Buttons:**

These bidding buttons are available from every lane view.

**Bid** – automatically displays next incremental bid for the sale. Click to bid the shown amount.

**Auto** – same as an AutoBid that you set prior to a sale. Set it and let the software incrementally bid for you, as needed to win the sale, up to the maximum dollar amount you set.

**Hard** – jump the bidding. Why wait for the incremental bids to reach your price window? Dominate the sale by placing a hard bid.

**Price Selection Menu:**

Click **Auto** or **Hard** and select your bid from the price options. You may also type in a custom amount.



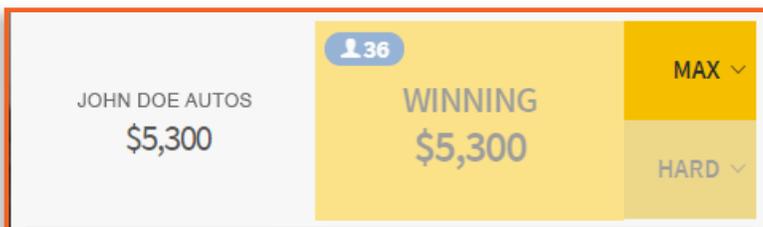
**CHAT**

**Chat with the Block Clerk :** Enter your questions and get responses in real-time as the vehicle crosses the block.

**ADESA Simulcast is FAST**

- Multiple ways to bid
- At-a-glance vehicle information

**HISTORY**



**Winning:**

Look for your dealership name above the bid buttons and in the history window to see if you are winning.

## COMPLETING THE TRANSACTION

When you place a winning bid, you are prompted to finalize payment and choose Post-Sale services. **Save** decisions at time of win or click **Later** and wait until the sale ends.

You can even set your selections to apply to all transactions for the day.

**Post Sale Services** ⚠

Lane I - ADESA Toronto 241  
 RUN #501 - 2018 CHEVROLET EQUINOX LT  
 SOLD to JOHN DOE MOTORS (Badge 123456)  
 for \$20,600

--Choose PSI--      PAY TYPE

TRANSPORT

**Apply to future purchases**      Save

## REVIEWING PURCHASES

**Reports**

Watches & Prebids    Repped Items    **Purchased**

ADESA TORONTO 241

Lane	Description	Amount	Status
I	#501 - 2018 CHEVROLET EQUINOX LT	\$20,600	<b>YOU WIN!</b>

1 purchased for \$20,600  
 No offers

You can see all of your purchases at any time within Simulcast during the sale by clicking the **Reports** icon from the main navigation and clicking the **Purchased** tab.

If you chose **Later** for any of your transactions, you will see on the Purchases tab that information is missing. Click the **vehicle name** to open the transaction and complete what is required.

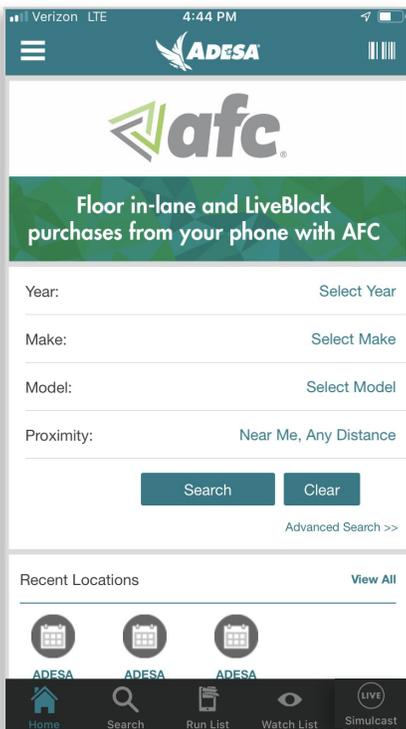
After sale day, log in 24/7 to ADESA.ca to access all purchase history information. View the status of Post-Sale services and a detailed fee summary. Download Gate Pass, Bill of Sale and Invoice. Navigate to **Purchases** from the **upper-right dropdown menu** on **ADESA.ca**

**BUYING FROM YOUR MOBILE DEVICE**

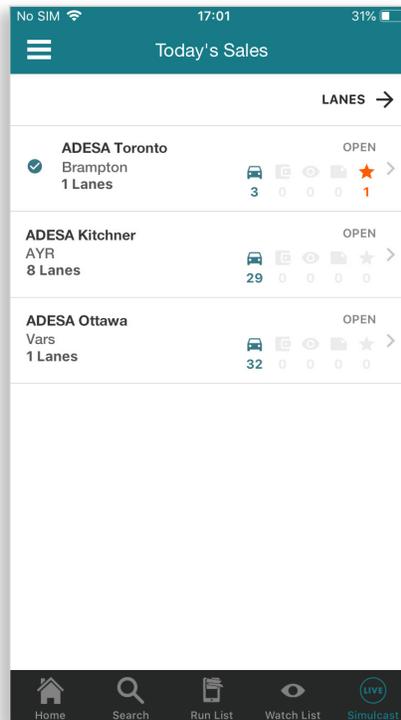


**Finding A Sale:**

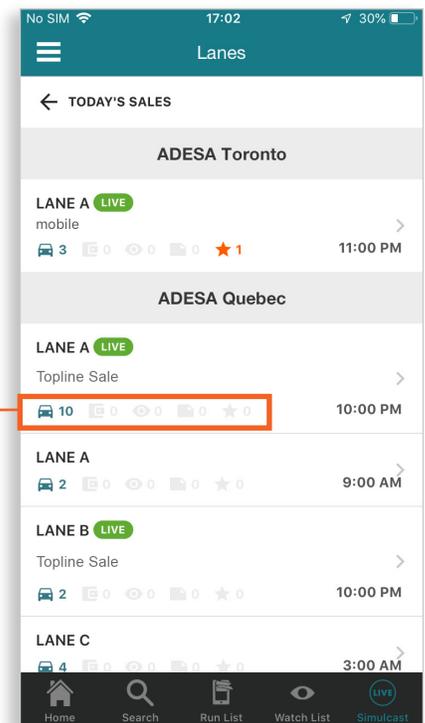
To participate in live sales, download the free ADESA Marketplace mobile app for iOS and Android devices; search for “ADESA.”



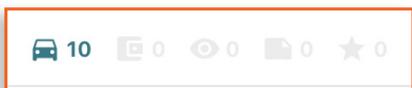
1. From the home screen, tap the **SIMULCAST** icon from the main navigation menu to find auctions with live sales.



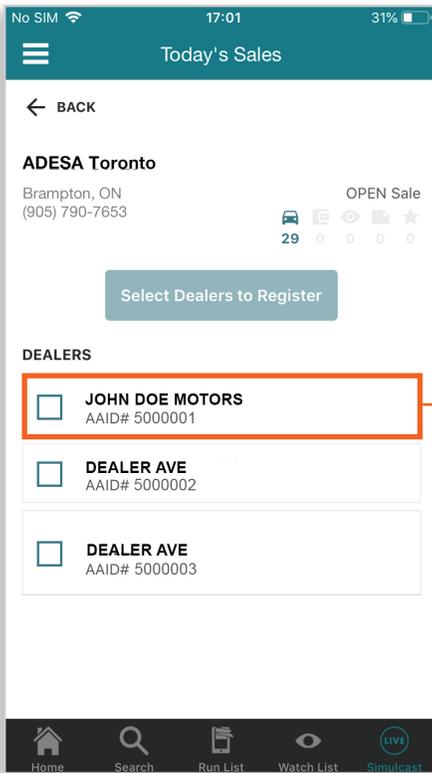
2. Once on the Today's Sales page you will see all locations that have sales. Tap any auction location.



3. From the Lanes screen, you will see bright green icon indicating a live sale has started. Tap the lane to join the sale.



If you navigated from the Simulcast navigation tab, there is an area that shows if AutoBids, watches or notes have been placed on vehicles in that lane.

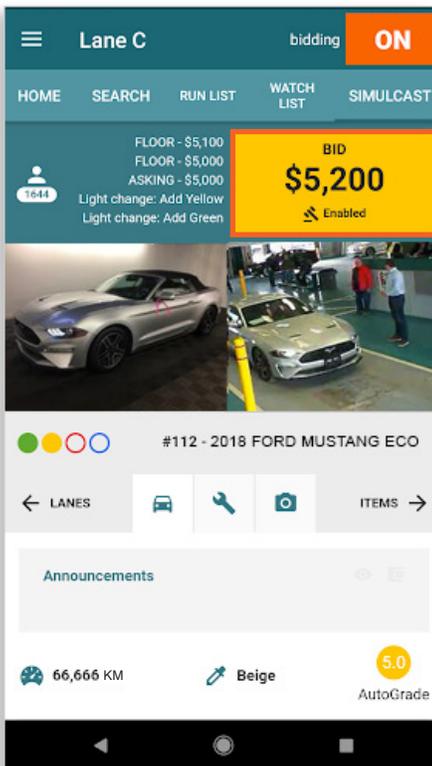
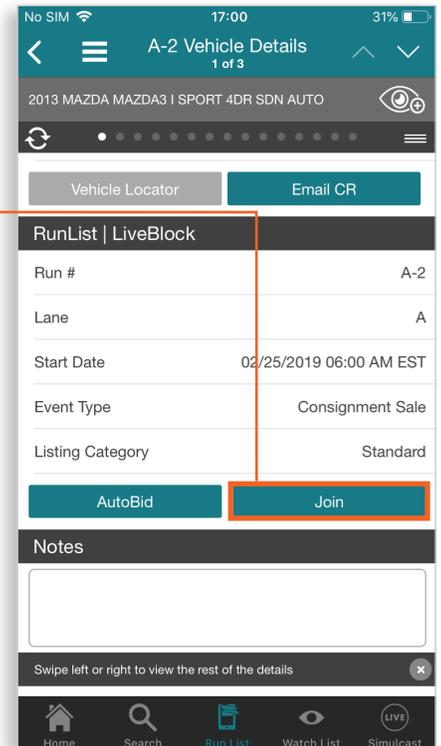


## Joining a Sale from the ADESA Marketplace APP:

Once you have navigated to a specific auction location lane page, tap the **LIVE SALE** you want to attend. You will be asked to select which dealership you are representing for that sale. Select the appropriate dealership and tap **GO TO SALE**.



Another way to join a sale is through the **JOIN** button on a Vehicle Details Page. You can navigate to a Vehicle Details Page through your Watch List or by doing a search and getting to a Search Results Page. You will need to scroll, the **JOIN** button is halfway down the page.



## Placing Bids:

When bidding has begun, you will see a gold **BID** button that you can tap to place your bid. The latest price is shown on the button. All the critical vehicle information needed for bidding is available from this screen.

**CANADA SALES LIGHTS**

ADESA has standardized sale lights and definitions for all auctions in the Canada. The green, yellow, red and white lighting system follows NAAA guidelines.

**ADESA standardized sale lights and definitions**

-  **Green Light:** Arbitration allowed
-  **Red Light:** As-Is, Arbitration Limited
-  **White Light:** Ownership missing/Out of Province/  
Previous Daily Rental
-  **Green/Yellow Light:** Arbitration allowed except for  
disclosed conditions
-  **Red/Yellow Light:** As-Is with disclosed conditions.  
Arbitration Limited

**QUESTIONS?**

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