

ADESA[®] *Simulcast*

BUYING USER GUIDE

ADESA[®].COM

MARCH 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.com/Simulcast.

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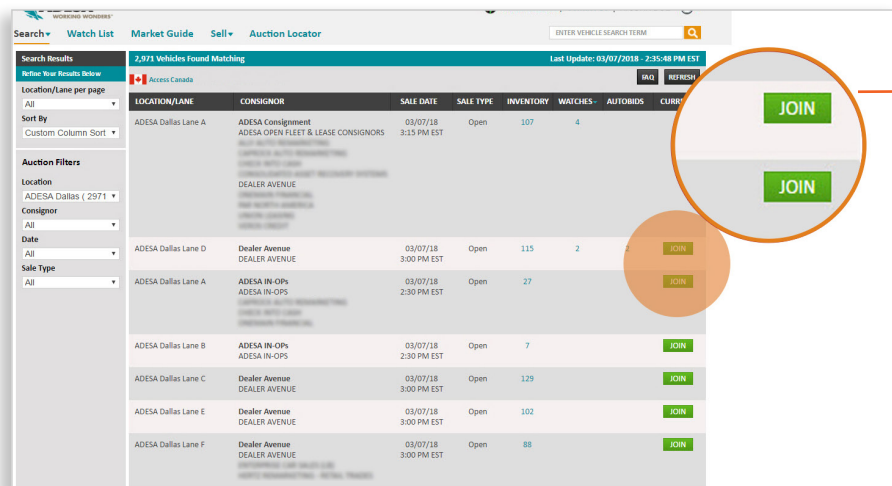
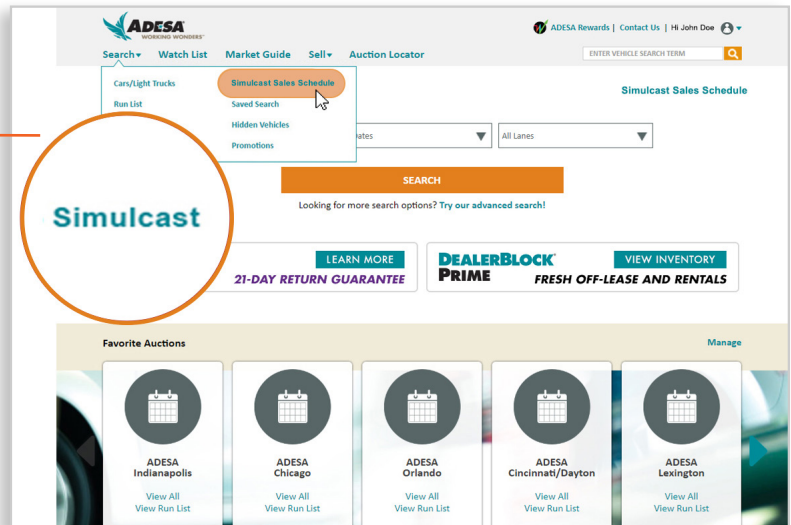
- Joining a Sale
- Managing your Lanes
- Finding and Evaluating Vehicles
- Placing Bids
- Completing the Transaction
- Reviewing Purchases
- Buying From Your Mobile Device
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QUESTIONS?

Contact our helpful Customer Connection representatives with any questions you have about ADESA Simulcast. 888-526-7326 or CUSTOMERCONNECTION@ADESA.com.

JOINING A SALE

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

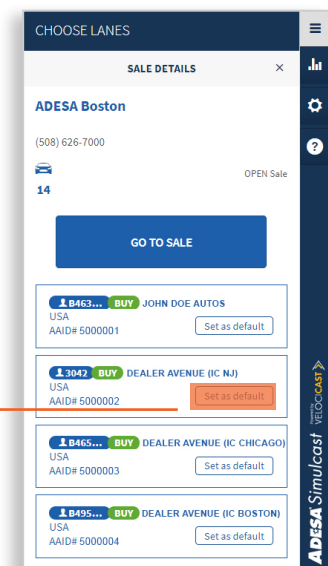


2. The Sale Schedule will appear, select **JOIN** for any current sale. This will automatically launch the ADESA Simulcast bidding experience.

3. 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

VEHICLE DETAILS

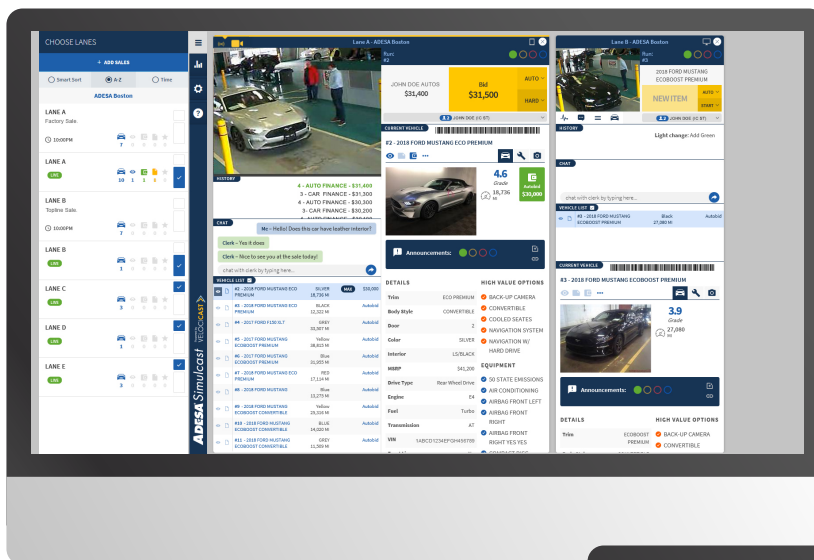
Zoom Your View:

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.

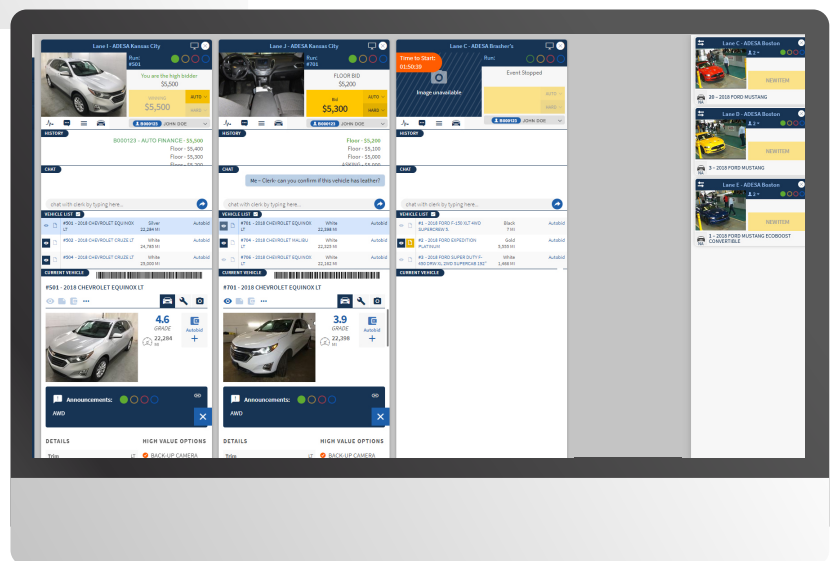
USING MULTIPLE MONITORS

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.com, 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 MI
	#3 - 2018 FORD MUSTANG ECO PREMIUM	BLACK 12,322 MI

Vehicle List:

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

CURRENT VEHICLE



#2 - 2018 FORD MUSTANG ECO PREMIUM

Scannable VINS:

Scan vehicle barcodes with your favorite valuation VIN reading app, like Autoniq.



Lights:

NAAA standardized lights* are on every lane view.

*See page 11 for light descriptions.

The screenshot displays the ADESA Simulcast interface. On the left, a 'CHOOSE LANES' sidebar lists various lanes (A-E) with their respective vehicle counts and status (e.g., 'LIVE'). The main area shows a live video feed of a silver Ford Mustang in a lane. To the right of the video, a 'Bid' table shows a current bid of \$31,500. Below the video, a 'VEHICLE LIST' shows a list of vehicles for sale, including the current vehicle. On the far right, a 'DETAILS' panel provides information about the current vehicle, including its trim, body style, color, and equipment. A 'CHAT' window is also visible, showing a conversation between a user and a clerk.



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

LANE A - ADESA Boston

Run: #2

JOHN DOE AUTOS \$31,400

Bid \$31,500

AUTO ▼

HARD ▼

12 JOHN DOE (IC ST)

CURRENT VEHICLE

#2 - 2018 FORD MUSTANG ECO PREMIUM

4.6 Grade 18,736 MI

Autobid \$30,000

CHAT

Me - Hello! Does this car have leather interior?

Clerk - Yes it does

Clerk - Nice to see you at the sale today!

chat with clerk by typing here...

VEHICLE LIST

#2 - 2018 FORD MUSTANG ECO PREMIUM	SILVER	18,736 MI	MAX	\$30,000
#3 - 2018 FORD MUSTANG ECO PREMIUM	BLACK	12,322 MI	Autobid	
#4 - 2017 FORD F150 XLT	GREY	33,507 MI	Autobid	
#5 - 2017 FORD MUSTANG ECOBOOST PREMIUM	Yellow	38,815 MI	Autobid	
#6 - 2017 FORD MUSTANG ECOBOOST PREMIUM	Blue	31,935 MI	Autobid	
#7 - 2018 FORD MUSTANG ECO PREMIUM	RED	17,114 MI	Autobid	
#8 - 2018 FORD MUSTANG	Blue	13,275 MI	Autobid	
#9 - 2018 FORD MUSTANG ECOBOOST CONVERTIBLE	Yellow	25,316 MI	Autobid	

DETAILS

HIGH VALUE OPTIONS

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

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.

AUTO BID

amount SET

Click again to Confirm

\$6,300

\$6,200

\$6,100

\$6,000

\$5,900

\$5,800

\$5,700

\$5,600

\$5,500

CHAT

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

HISTORY

136

JOHN DOE AUTOS \$5,300

WINNING \$5,300

MAX ▼

HARD ▼

Winning:

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

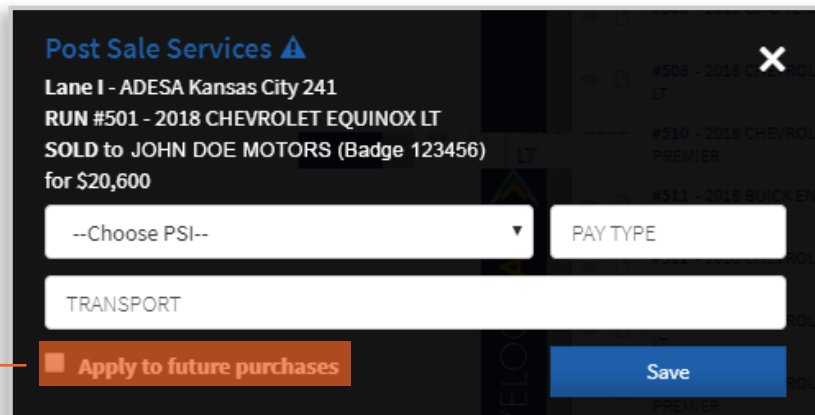
ADESA Simulcast is FAST

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

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

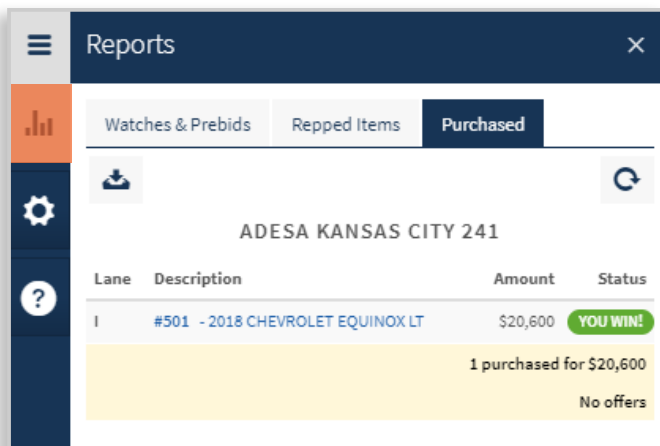
Lane I - ADESA Kansas City 241
 RUN #501 - 2018 CHEVROLET EQUINOX LT
 SOLD to JOHN DOE MOTORS (Badge 123456)
 for \$20,600

--Choose PSI-- PAY TYPE

TRANSPORT

☐ Apply to future purchases Save

REVIEWING PURCHASES



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

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.

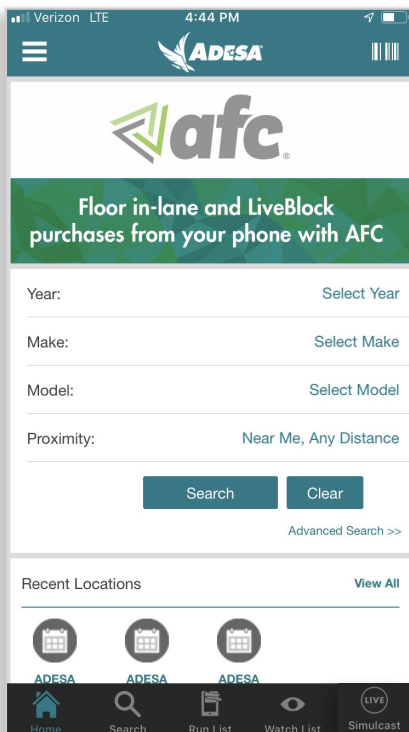
After sale day, log in 24/7 to ADESA.com to access all purchase history information. View the status of Post-Sale services and a detailed fee summary. Download Gate Pass, Bill of Sale and Invoice. Navigate to **Purchases** from the **upper-right dropdown menu** on **ADESA.com**

BUYING FROM YOUR MOBILE DEVICE

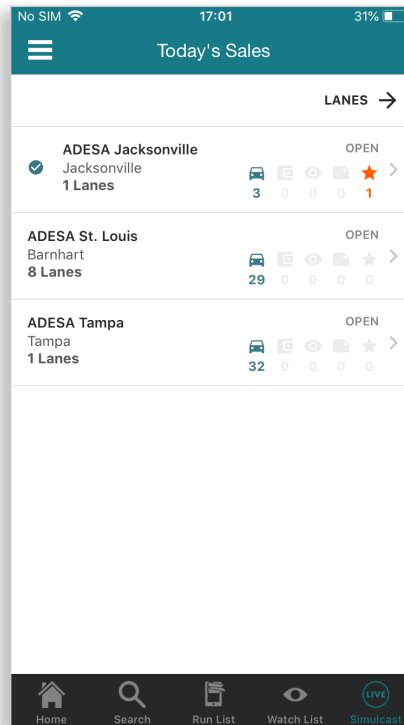


Finding A Sale:

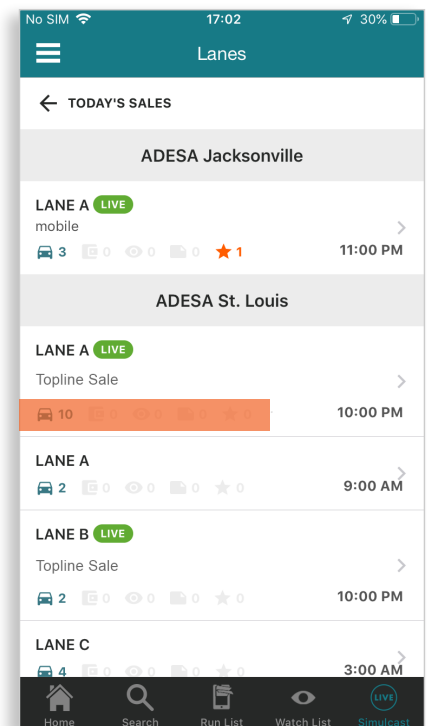
To participate in live sales, download the free ADESA Marketplace mobile app for iOS and Android devices; search for “ADESA.”



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



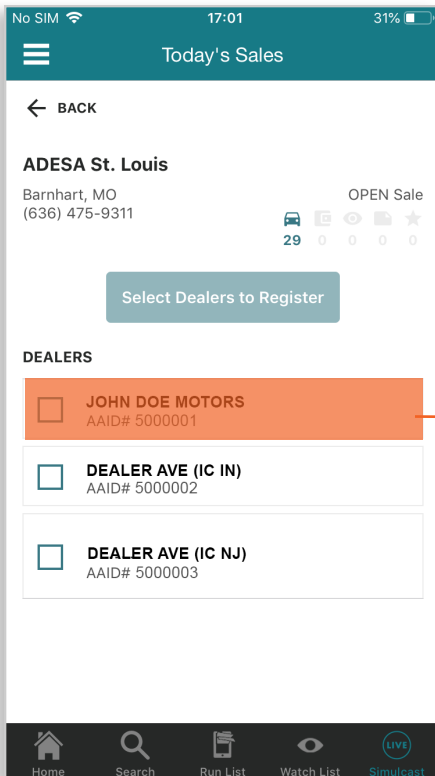
2. Once on the Today's Sales page you will see all locations that have sales. Tap any auction location.



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.

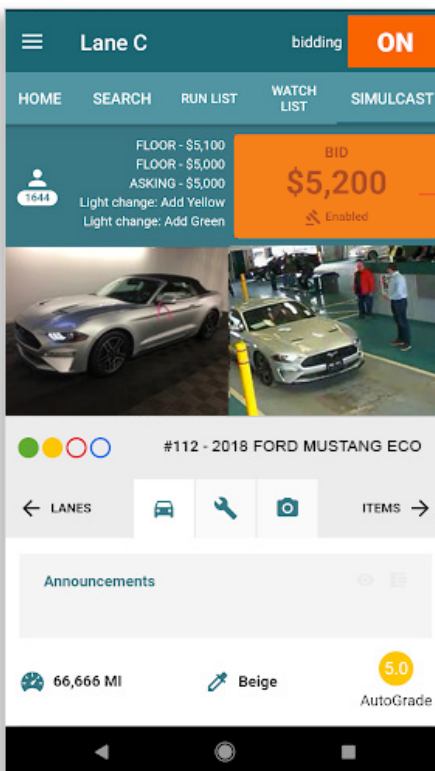
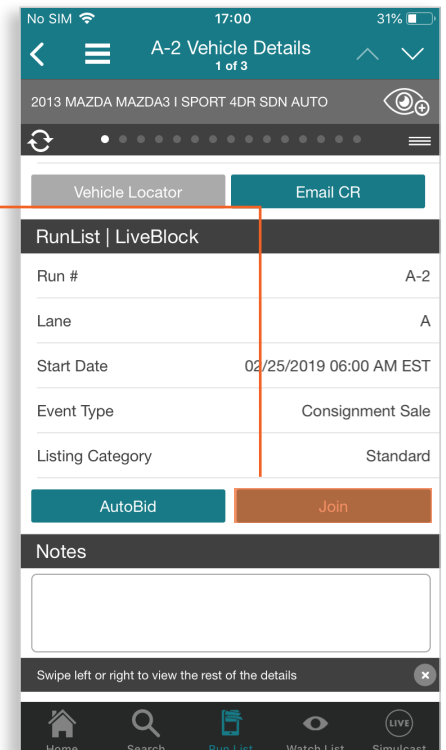


Joining a Sale from the ADESA Marketplace APP:

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**.

Join

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.

US SALES LIGHTS

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

ADESA standardized sale lights and definitions

-  Green Light – Ride and Drive
-  Red Light – As-Is
-  Yellow Light – Limited Guarantee
-  Blue Light – Title Unavailable/Title Absent
-  Green/Yellow Light – Ride and Drive with Caution(s)
-  Red/Yellow Light – As-Is with Caution(s)

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