



For Immediate Release
Contact Information:
Andy Friedlander
andy@niada.com or 800.682.3837

ADESA Auction Raises \$20,300 for NIADA Foundation

Illinois Dealer Makes Winning Bid for 2019 Mustang Fastback During NIADA Virtual Convention and Expo Series

Arlington, Texas (Oct. 6, 2020) – Eric Nelson isn't really sure what he's going to do with his new acquisition. That really wasn't on his mind when he bought it.

He was thinking more about where his money was going.

Nelson, owner of Nelson Automotive in Mt. Prospect, Ill., placed the winning bid of \$20,300 for a red 2019 Ford Mustang EcoBoost Fastback in an auction held Tuesday during the final day of the NIADA|NABD Virtual Convention and Expo Series, with all of the proceeds going directly to the NIADA .

The vehicle was donated by ADESA, a business unit of global vehicle remarketing and technology provider KAR Global, which held the auction on the new ADESA Simulcast+ platform.

The NIADA Foundation coordinates the National Independent Automobile Dealers Association's commitment to charitable giving as well as awarding to deserving college-bound students across the United States.

The vehicle will be delivered to Nelson free by ADESA.

"I just wanted to help push the bid price up, since it was going to benefit an organization with a great mission," Nelson said. "It's certainly not a car I would usually buy – it's not quite in my wheelhouse.

"I don't keep anything, really. My wife Sarah and I, we keep rotating cars. Maybe she'll drive it for a month, then it'll go onto the lot in inventory. I'm just happy to be able to help the NIADA Foundation."

The auction marked the eighth consecutive year ADESA has auctioned off a nearly new, front-line ready vehicle during NIADA's annual Convention. Those auctions have raised a total of \$196,000 to support the Foundation's initiatives.

"ADESA and the KAR Global family of companies are vital partners to NIADA, our member dealers and the NIADA Foundation base," NIADA interim executive vice president Shaun Petersen said. "Their generous donation of vehicles over the past eight years has played a big part in funding the NIADA Foundation's numerous charitable activities and scholarships for outstanding high school and college students."

This year's auction was the first to be held online, as the Convention was moved to a virtual format because of the COVID-19 pandemic.

"This year especially, we realize that our dealer community needs resolute, dedicated partners to support their success and help them prevail through unforeseen challenges," KAR senior vice president of dealer sales Steve Jordan said. "It's one reason why we accelerated deployment of our ADESA Simulcast+ platform, which simulates the live auction environment in a fully digitized, highly automated, live streaming format.

"ADESA is committed to the NIADA Foundation and is thrilled to once again give back to the many deserving dealers, family members and communities positively impacted by its work."

The NIADA Foundation coordinates the association's commitment to charitable giving and education. In addition to making numerous donations to charities nationwide and providing matching funds for local charitable projects, the Foundation has raised hundreds of thousands of dollars to assist members of the automotive community affected by hurricanes and other disasters, and has established endowments that fund university scholarships for students pursuing careers in the automotive industry. Learn more about the NIADA Foundation at www.niada.com/foundation.php.

About KAR Global

KAR Auction Services, Inc. d/b/a KAR Global (NYSE: KAR), provides sellers and buyers across the global wholesale used vehicle industry with innovative, technology-driven remarketing solutions.

KAR Global's unique end-to-end platform supports whole car, financing, logistics and other ancillary and related services, including the sale of nearly 3.8 million units valued at approximately \$40 billion through our auctions in 2019. Our integrated physical, online and mobile marketplaces reduce risk, improve transparency and streamline transactions for customers in more than 80 countries.

Headquartered in Carmel, Ind., KAR Global has employees across the United States, Canada, Mexico, the U.K. and Europe. For more information and the latest KAR Global news, go to www.karglobal.com and follow us on Twitter @KARspeaks.

KAR Contacts

Media Inquiries:

Stephanie Freeman
(317) 619-9515
stephanie.freeman@karglobal.com

Analyst Inquiries:

Mike Eliason
(317) 249-4559
mike.eliason@karglobal.com

About NIADA

The National Independent Automobile Dealers Association (NIADA) is among the nation's largest trade associations, representing the used motor vehicle industry comprised of more than 38,000 licensed used car dealers. Since 1946, NIADA has represented the voice and interests of used car dealers at the federal level in Washington D.C. Coupled with its state association network across the country, NIADA's grass-roots framework provides a dual layer of advocacy unmatched in the used motor vehicle industry.

For more than 70 years, NIADA has engineered programs and leveraged technology to fulfill its mission to advance, educate and promote the independent used car dealer. NIADA members subscribe to a strict Code of Ethics of duty, honor and integrity, and believe in the advancement of small business in support of the free-market system. More information about NIADA programs and educational opportunities is available at www.niada.com and www.niada.tv.