

About ADESA, Inc.

ADESA was established in 1989 as the Auto Dealers Exchange Services of America. Today, ADESA, Inc. is the largest used vehicle auction company listed on the New York Stock Exchange. Based on total operating revenues, ADESA, Inc. ranks among the top 15 publicly held companies in central Indiana, and employs 11,000 employees throughout North America.

ADESA and ADESA Canada

Used vehicle auctions are the heart of ADESA, Inc.'s business. ADESA, Inc.'s auctions, ADESA and ADESA Canada, offer a full range of auction, logistical and vehicle reconditioning services. With 39 locations in the United States, 13 in Canada and one in Mexico, ADESA, Inc. ranks second in North America in terms of vehicles transferred annually.

- Auctions are held in person and via the internet.
- Each site hosts at least one auction a week, with some larger locations holding several auctions a day.
- Auction sites are strategically located near areas with a large concentration of used vehicle dealerships.



Automotive Finance Corporation (AFC)

AFC, ADESA, Inc.'s automotive financing subsidiary, provides short-term financing for used vehicle dealers. There are currently 83 AFC office sites, 59 of which are physically located at auction sites.

- In 2003, AFC performed nearly 950,000 loan transactions.
- AFC has over 12,000 eligible dealers floorplanning vehicles annually.
- AFC collects a flat fee for the service, as well as daily interest that is accrued over the life of the loan.



ADESA Impact and Impact Auto Auctions (Impact)

ADESA, Inc.'s salvage auction network, ADESA Impact and Impact Auto Auctions (Impact), operate 30 salvage auction facilities throughout North America. Clients include insurance companies, rental car companies, fleet/lease companies, rebuilders, repair shops and used vehicle dealers. Impact ranks third in salvage vehicles sold annually in North America.

- 191,000 salvage vehicles were sold by Impact in 2003.
- Impact provides auction services, vehicle inspections, online auctions, and inbound and outbound logistics.
- Impact also provides total loss vehicle claim services such as cycle-time reporting, online management reporting, appraisals, inspections, evaluations, titling and settlement administration.



PAR North America (PAR)

PAR North America, a subsidiary of ADESA, Inc. is a nationwide provider of vehicle remarketing services including skip tracing, repossessions, titling, lease end-of-term and remarketing. Cutting edge Web based technology connects PAR with its clients and vendors all in a collaborative effort to facilitate these back-end operational needs.

- PAR provides repossession, transportation, lease-end pickup, reconditioning, and coordinated auction selection and sales services.
- PAR will locate and recover vehicles anywhere in North America.
- PAR provides title services in all 50 states.



AutoVIN

AutoVIN, the Automated Vehicle Information Network, provides professional field information services to the automotive industry. AutoVIN uses highly-qualified, company-employed field managers and advanced computer technology to accurately process data and deliver results.

- Services include vehicle condition reporting, inventory verification auditing, program compliance auditing and facility inspections.
- Equipped with handheld computers and digital cameras, field managers record all inspection and audit data on-site.
- AutoVIN is based out of Roswell, Georgia.

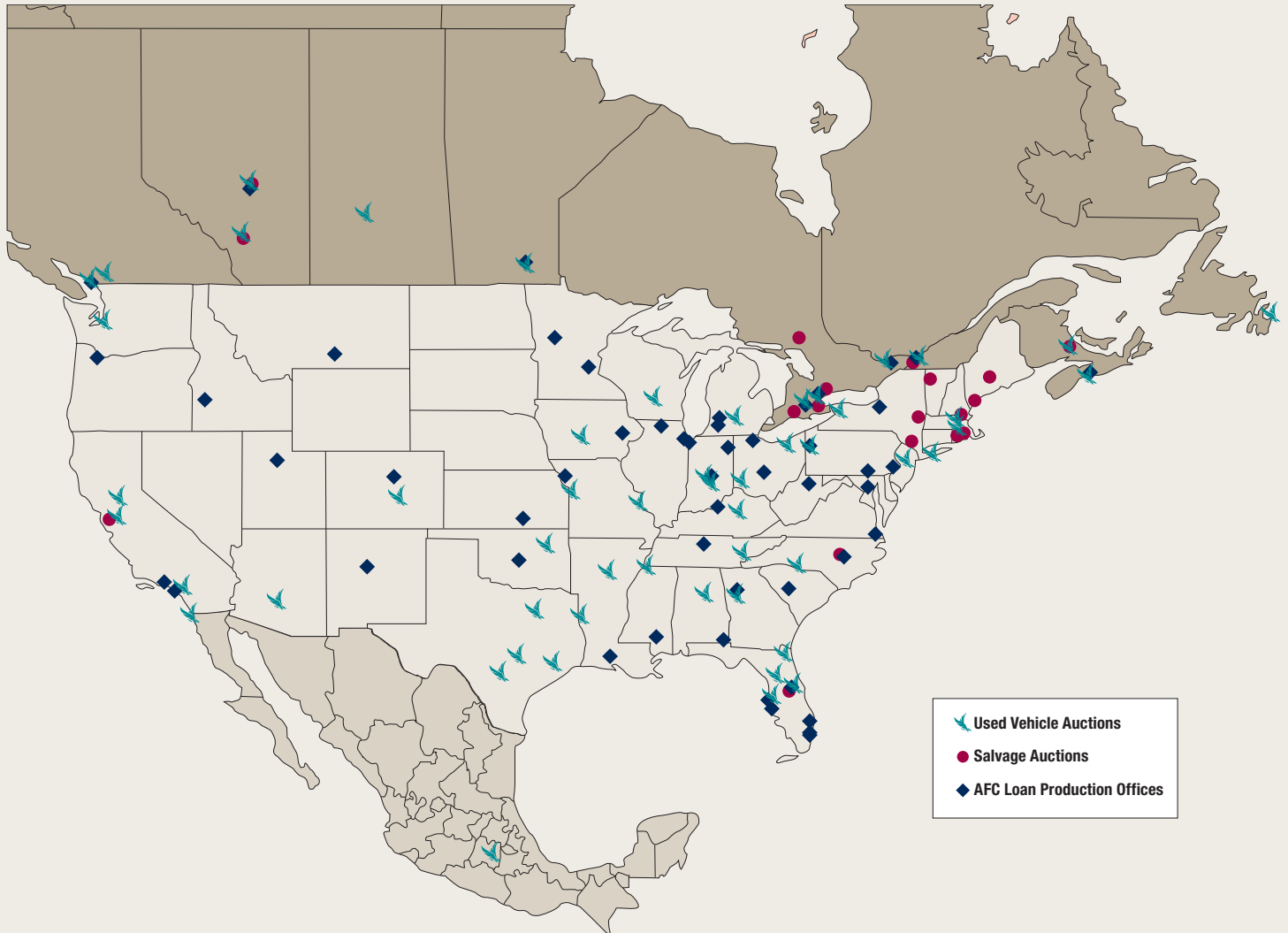


ADESA, Inc., (NYSE: KAR), North America's largest publicly traded provider of wholesale vehicle auctions and the largest provider of used vehicle dealer floorplan financing is located in Carmel, IN. In addition to the company's 53 used vehicle auctions, its holdings also include 30 Impact salvage vehicle auctions and 83 AFC loan production offices across North America. For more information about ADESA, Inc., visit the company's web site at <http://www.adesainc.com>.



The statements contained in this report and statements that the company may make orally in connection with this report that are not historical facts are forward-looking statements. Actual results may differ materially from those projected in the forward-looking statements. These forward-looking statements involve risk and uncertainties and investors are directed to the risks discussed in documents filed by ADESA, Inc., with the Securities and Exchange Commission.





ADESA, Inc. is the only vehicle remarketing company in North America with leading positions in:

1. wholesale used vehicle auctions (ADESA and ADESA Canada) at 53 locations,
2. total loss recovery (salvage) operations (ADESA Impact) at 30 locations, and
3. floorplan financing for used vehicle dealers (AFC) at 83 branches.

These operations are complemented by online capabilities such as ADESA LiveBlock.