

The Roadmap

VOLUME 1, ISSUE 2
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SPECIAL POINTS OF INTERESTS:

- **ADESA**
Jacksonville celebrates 10 years with CARS
- **ADESA Boston** was the host for the world champion auctioneer and ringman competition

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CARS Celebrates Graduating Seniors

We would like to congratulate and recognize the 2014 graduating Seniors from the CARS Family:



Blake Landsiedel
Ron Hope



Lexi Szakelyhidi
Tom Szakelyhidi



Autumn Crawford
Eric Crawford



Megan Zoss
Joe and Lynsey Fitzpatrick

We would also like to congratulate and recognize Nick Burquez's son and Veronica's nephew, Daniel Arteaga, for being one of the top readers in the top 100 classes in the country in Pizza Huts "Book It" program.

Ms. Oldfield's students will be awarded with a free pizza party and a "Top 100 Award." Daniel Arteaga was one of the top readers in his class reading 11,900 minutes.



CARS Celebrates 14th Annual Classic Car and Motorcycle Run

On Sunday, June 1, ADESA Boston had a Classic Car and Motorcycle Run to benefit the Juvenile Diabetes Research Foundation. Every year for the past 14 years, ADESA Boston has held a "Classic Car & Motorcycle Run to benefit some type of charity involved with children. With more than 200 motorcycles and 100 vintage vehicles, the event will include a 30-mile police escorted "run" through several Massachusetts towns. They raised over \$500,000's and this year so far they have raised over \$40,000. 100% of the money goes to their charity. "The continued support of our employees, our customers, our law enforcement agencies and the business community as a whole are greatly appreciated," said ADESA Boston General Manager Jack Neshe. "Without them, this event wouldn't be possible."

Gas Money



ADESA Jacksonville
10th anniversary

In 1913, Henry Ford introduced the first assembly line to the world and began mass-producing the Model T. In doing so, he helped the U.S. become an automobile nation. Today, the automobile as well as most aspects of our economy touches every aspect of our lives. We serve one segment, auction remarketing, but you might be surprised to know just how large that segment of the auto industry is.

The total number of vehicles offered for sale by NAAA auctions in 2013 was 15.2 million. Of that number, 8.2 million were sold resulting in a staggering 75.7 billion dollars in sales! A large portion of the vehicles offered for sale had some level of reconditioning service performed on them. This in turn helped increase their value thus contributing to the billions of dollars in sales. CARS Recon is the largest contract provider of recon services to the auction industry, which makes you an integral part of a very large and important industry. Together we performed some level of reconditioning service on over 700,000 vehicles in 2013. Thank you for your hard work and dedication!

-Jody Waits



Butler Body Shop
employee of the month
for May: Dave Harris.
Been with Butler since
2009.

Safety Inspection

Jeff Folck has been the Location Manager at ADESA Colorado Springs for almost two years. Prior to moving to Colorado, he was the Location Manager in Portland, OR. Jeff has also assisted Veronica Arteaga with the ADESA Tulsa location on procedures, policies, and safety. His commitments to quality, safety, and procedures has earned him high scores in PRIDE audits, Account Score Cards, and improved employee productivity at this location. Jeff, along side with his wife Tina, are part of the CARS Team that are making 2014 one of the best years for CARS Recon, Inc. In recognition, we asked Jeff to write a short summary on his rules and regulations for safety at his location.

"I maintain a clean and orderly shop at all times. We do a "big shop clean" every week as well as cleaning the shop daily. We wash our safety vest every week, so other drivers on the lot see them. We have shop meetings daily so everyone is reminded of any safety issues including items that are specific to our location.

One of my major rules is entering/exiting the shop when in a car the horn must be hit two times to make it known that the car is moving. When inside the shop the car is in park and the keys are pulled to ensure the car won't move. A write up is handed out on spot if this is not done."



Lunch at Houston

High Performance Corner

TOP 5
Detail Percentage

1. AJAX
2. BC-D
3. DARL-D
4. SOTA-D
5. FRED-D

TOP 5
Material Cost per Car

1. MURF-D
2. HARR-D
3. AWAS
4. SOTA-D
5. FRED-D

TOP 5
Most Improved Labor Percentage

1. FRED-D
2. Mid-South
3. BC-D
4. NASH-D
5. ASTL-D



Marketing Promotion
at the Florida Locations

Rear View Mirror

To review the first 6 months we have had some great accomplishments throughout the network. In March all the Regional Managers were brought to Nashville, TN for two days of intense meetings to review Safety, Workman's Comp, HR Related Topics, Material/Supplier vendor (CarBrite and Stinger) as well as have the opportunity to meet each other.

We added Mid-South Auto Auction to our Network, and Miranda Ramshur is the location manager with Ismael Rodriguez as the Regional Manager. Mid-South is located in Jackson, MS and we are thrilled to have Miranda and her Team on board.

Recently we have begun a Marketing Campaign in Florida with Jacksonville, Sarasota, and Tampa locations. Marketing tables with flyers explaining our services have been set up in the Auction lanes to sell to the dealer base at these locations.

Also have a couple of locations that have had recognition from their respective Auction Management Team:

ADESA PA (PADE) was recognized for their efforts with a recent Environmental Audit. Keith Sherman and his team surpassed the requirements for the Audit; and with their efforts ADESA PA have been labeled as a Non-Generation Hazardous Waste Company. Congratulations!

Manheim Pittsburg: Lisa Simon has begun Employee of the Month Program and named the past three month winners: Congratulations!

February: Matt Downey

March: Pat W. Doran

April: Brian LeRoy

ADESA Boston: Hosted the World Championship Ringman Contest May 9th. Jack Neshe, NAAA President and General Manager of ADESA Boston congratulated David Abrego on outstanding quality of the vehicles.

Looking forward to the next six months and seeing what our Team does next! We are going into our most challenging months; however I am confident that the Team that is in place, is the Team that will take CARS to the next level.

-Kay Hudson

Shop Spotlight

ADESA Tampa Detail offers full details along with wash and vacs. Santander, PAR, Drive Time, and American Credit are some of the major accounts dealt with at this location.

Overseeing this location is Joe Fitzpatrick as the location manager; Lynsey Fitzpatrick handles administrative and assists in the shop. The shop consists of three lanes with six employees assigned to each. Lane leaders Joseph Ramirez and Alvin Tyson oversee quality. Additional features at this location are plastic restorations, painting rims, and blackout wheel wells. Overseeing headlight restoration is Detrick Lovett.



Janette's Tune Up

New Pay Card System coming your way!!! Over the next few weeks, CARS will be shipping Payroll Cards to locations. This will allow all employees to enjoy the perks of owning a debit card. Each week your payroll check will be deposited directly to the card, if you choose to enroll, and it is used just like a debit card- Perks of having the card include-

- Use at all stores, gas stations, etc. that accept debit cards
- Free ATM access at over 10,000 locations
- 24 hour on-line account access or customer service
- No longer have to pay for payroll cash checking fees
- 5% cash back for using your card at certain stores!!
- No worries of losing a check before you can deposit

Easy application set-up

Over the coming weeks please ask your manager about signing up for our new Pay Card Service!!!!

The Drivers Seat

Greetings to all,

I hope everyone enjoyed our first edition of the Company Newsletter, and I hope you will continue to enjoy these quarterly publications. Many times I am asked about our company and how we operate across the nation. I'm happy to explain that we have a very dedicated labor force intent on serving our customers. I want each of you to know how much I appreciate you and the various functions you perform on behalf of the company. As you have probably read in this edition, last year we processed more than 700,000 vehicles through our system. This consisted of several different services ranging from inspections, repairs, detailing, and many other services as requested by our Auction customers. As you also probably know, you are part of a group which spans the entire length and width of the United States. We are approximately 600-strong in our headcount; growing from one location and 12 full-time employees on our first day of operation.

This publication is intended to highlight yourselves and your accomplishments. It was never intended to be simply a recap of what the Senior Management is doing in the company, but rather to get information from all of you. What you like, what sports you play, accomplishments you have made; either individually or as a group, what your business unit is doing as a group; either at work or after-work activities, i.e. softball teams, bowling, etc. So my message is simply this, we want to hear about each of you. Please make us aware of those things which you would like to share with the entire CARS family.

I hope that everyone has a very enjoyable summer.

Sincerely,
Ron Hope



Guest Publisher

Victoria Hope will be a rising sophomore majoring in Business Management at Trevecca Nazarene University this coming fall. In addition to being a student there, she is also a student athlete.



Along with her many softball accomplishments, she is also known as the youngest person, male or female to exceed 200 mph at the Bonneville Salt Flats. Victoria currently holds three land speed records, two of which are over 200 MPH, 201.691 ECTA Wilmington Ohio, 216.522 SCTA Bonneville Salt Flats.

The Home Team

President/CEO- Ron Hope
Senior Vice President- Brian Hope
Senior Vice President of Finance- Jody Waits
Senior Vice President of Operations- Kay Hudson
Accounting Manager- Philip Hill

Human Resources/Payroll- Janette Fletcher
Asset Manager- Leigh Anne Parker
Marketing Manager- Nikki Liebler
Accounts Payable/Payroll- Ashlie Holt
Accounts Receivable- Randi Scoggins
Special Projects- Rick Guyer