

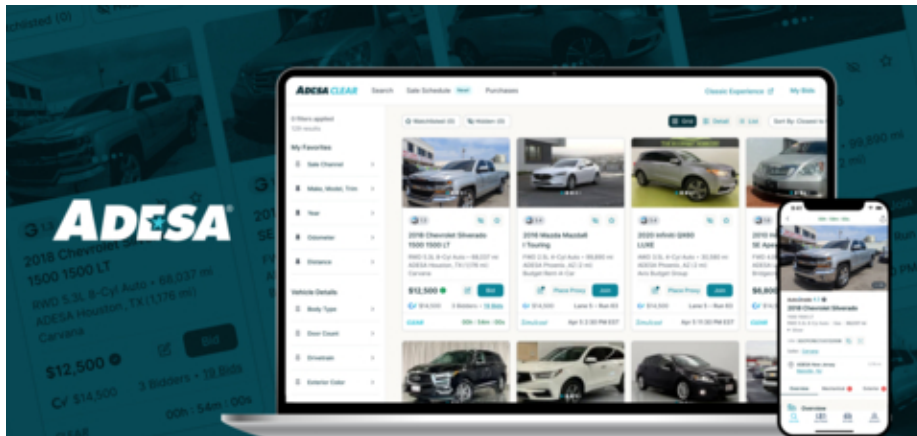
NEWS

ADESA BRINGS SIMULCAST TO UPGRADED DIGITAL PLATFORM AND MOBILE APPS

Apr 16, 2025

PHOENIX--(BUSINESS WIRE)-- ADESA, a leader in wholesale auto auctions and subsidiary of leading online auto retailer Carvana (NYSE: CVNA), today announced the launch of ADESA Simulcast on its upgraded digital platform and mobile apps. For many years, ADESA Simulcast has given wholesale buyers live, digital access to ADESA's in-lane auctions across the country. With this launch, [ADESA's digital platform](#) seamlessly integrates ADESA's two flagship digital auction products alongside a growing range of value-added tools and features within a single, intuitive interface.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20250416155246/en/>



ADESA's Digital Platform and Mobile App

"ADESA continues to level up its wholesale customer offering by investing in digital products that complement our robust physical footprint and in-lane infrastructure," said Nikki Behrens, Carvana's Senior Director of Marketplaces Strategy & Analytics. "ADESA buyers now have access to Simulcast, Clear, and other key tools and features all in one simple, online interface that will only improve over time as we add new functionality to support the entire wholesale journey – from planning to

post-sale."

This launch integrates ADESA's core digital products in one easy-to-use platform accessible from ADESA.com and ADESA's mobile apps. Flagship digital auction products on the platform include:

- ADESA Clear - ADESA's proprietary, timed, online wholesale auction product; and
- ADESA Simulcast - Live stream digital auction functionality that lets wholesale buyers access and participate in ADESA's in-lane auctions online.

Both ADESA Simulcast and ADESA Clear auction experiences benefit from pricing powered by data-driven valuation tools, AI-enabled vehicle recommendations, single-click bidding, and an improved vehicle details page. Every vehicle listing also includes an in-depth condition report with inspection information and detailed visual merchandising powered by Carvana technology.

ADESA will continue to invest in enhancements to its digital platform that save time and reduce complexity for wholesale customers. Upcoming feature launches will include expanded self-service functionality designed to streamline post-sale processes and other wholesale customer frictions.

For more information or to register for upcoming wholesale auctions, visit [ADESA.com](https://www.adesa.com).

About ADESA

ADESA is a leader in wholesale auto, providing comprehensive remarketing and logistics solutions that help OEMs, financial institutions, fleets, and dealers source, sell and manage cars efficiently and profitably. ADESA customers across the country enjoy access to its extensive physical auction network, robust digital offerings, and value-added services. ADESA is owned by leading online automotive retailer Carvana (NYSE: CVNA).

Learn more about ADESA [here](#).

About Carvana

Carvana's mission is to change the way people buy and sell cars. Since launching in 2013, Carvana has revolutionized automotive retail and delighted millions of customers with an offering that is fun, fast, and fair. With Carvana, customers can find a car, get financing, trade-in, and complete a purchase entirely online with the convenience of delivery or local pick-up as soon as the same day. Carvana's unique offering is powered by its passionate team, differentiated national infrastructure, and purpose-built technology.

For more information, please visit www.carvana.com.

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