NEWS

ADESA LAUNCHES CARVALUE™ RETAIL AND OTHER ENHANCEMENTS TO DIGITAL AUCTION TOOLS

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Expanded vehicle valuation guide empowers buyers to bid and buy with confidence

PHOENIX--(BUSINESS WIRE)-- ADESA, a leader in wholesale auto auctions and a subsidiary of leading online auto retailer Carvana (NYSE: CVNA), today announced the expansion of its CarValue™ vehicle valuation guide to include retail market value estimates and retail-bid spread calculations. These updates empower wholesale buyers with additional transparency, confidence, and convenience when bidding on ADESA's digital auction platform. This launch is one of many recent enhancements ADESA has made as it continues to focus on using technology to deliver a more robust and efficient wholesale auction experience.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20251105541556/en/

ADESA enhances its digital auction experience with new CarValue™ retail market insights, empowering buyers with transparent, data-driven valuations for smarter, faster decisions.

CarValue™, which was originally launched in 2024, uses powerful predictive technology and machine learning to generate reliable sale price predictions, helping wholesale buyers and sellers make informed decisions. Powered by 50+ million ADESA data points and enhanced by third-party data, CarValue™ processes the latest data to give a clear, current view that is up-to-date and location-aware. It is the most relevant and powerful valuation guide for buying and selling with ADESA.

With the launch of retail market estimates and spread visibility alongside existing wholesale values, CarValue™ is now an even more powerful and actionable companion for Clear and Simulcast sales on ADESA.com. A single, embedded view provides comprehensive, data-driven insight into potential profit opportunities.

"CarValue wholesale estimates have already become core to the ADESA digital toolkit, helping customers price and source inventory confidently," said Nikki Behrens, Senior Director of Marketplaces Strategy & Analytics at Carvana. "Now, with retail valuations and spread calculations, CarValue gives buyers an even clearer view of profit potential at the individual vehicle level, enabling faster, smarter decisions that maximize every transaction on ADESA's digital platforms."

This enhancement is one of several new upgrades to ADESA's digital auction platform in recent months. Other updates include personalized vehicle recommendations based on buyers' previous preferences and a direct integration with Stockwave to help buyers assess and source inventory across multiple channels. ADESA continues to grow its digital offerings and expand sale frequency across the Carvana-ADESA network to support and complement the in-lane auction experience.

For more information on ADESA and CarValue, visit 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 pickup 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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