



FOR IMMEDIATE RELEASE: 9/17/12

Contact: Cynthia Cates
Phone: 916.231.6360
Email: cynthia@servnetauctions.com

KCI Guitars and Cars Leads to Record-breaking Sales Event!

The 2012 Guitars and Cars sale, known as the Midwest's biggest auto auction event, proved a success at KCI Auto Auction, leading them to a record-breaking sales event for the third year in a row. Auction co-owner Doug Doll reports that more than 900 buyers attended the two day event, which saw more than 1,500 cars and trucks cross the auction block.

"We brought buyers and sellers together in this ever changing market and were successful in doing so," says Doll. The auction successfully sold 60% of their consignment during the two day event.

KCI Auto Auction began the two day event with a Wednesday mid-morning sale offering customers a \$1,000 pre-sale drawing and over 300 Fleet/Lease, Repo and dealer consigned units. As the vehicles were auctioned off, customer excitement began to build as the final touches were being made to the KCI stage.

Following the Wednesday sale, KCI Auto Auction welcomed over 1500 customers and their guests to the 3rd Annual Guitars and Cars private party and concert. Justin Temme, one of KCI's own, took the stage first followed by The Cronkites, who are known for opening up at DAA Northwest's Rock N' Roll sale every year. They energized and excited the crowd but things really heated up when Tracy Lawrence took the stage, playing for nearly two hours. His respect for country-music tradition delivered an outstanding performance that was enjoyed by all.



Thursday morning welcomed customers to the action packed lanes for the Guitars and Cars Main Event Sale offering more than 1,200 vehicles. While dealers attended the sale, KCI treated their significant others to an early lunch at Zona Rosa, Kansas City's premier outdoor shopping district. The two-day, 60% sale concluded with more than \$15,000 in post-sale prize giveaways.

"Continuing to build our promotional sales will help us acquire new customers on the national and local level. Our dealer business has increased tremendously and continues to grow every time we host a promotional sale," states Doll.

As the auction's buyer base continues to grow, Doll notes that the auction continues to attract new consignors. Currently the auction features vehicles from such institutional consignors as KIA Motors, KIA Motors Finance, ARI, Westlake Financial, Credit Acceptance by VRS, Enterprise Holdings Group, Avis Budget Group, OneMain Remarketing and CPS.