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## Promotional Calendar Indicates Investment in the Market and Commitment to Customer Success

ServNet has unveiled its promotional calendar for 2012, and its member auctions are already getting calls as auto dealers and national remarketers position their inventory to take advantage of the biggest auction events in the country. With 28 auctions planning special events to celebrate everything from anniversaries to rock concerts, promotional sales at ServNet auctions fill the 2012 calendar from January through December.

"Promotional sales have a tremendous impact in the marketplace," says Pierre Pons, ServNet's CEO. "The special events planned among the ServNet auctions give dealers a larger selection of vehicles to choose from, and provide consignors with more exposure and a greater return on their inventory. Promotional sales are a win/win for everyone involved, and no one does promotions better than ServNet Auctions!"



The biggest promotional sales in the country are held at ServNet auctions, agrees R. Charles Nichols, President of ServNet and owner of BSCAmerica's Bel Air Auto Auction and Tallahassee Auto Auction. In 2012, the themes for these special events are as wide ranging as the auctions themselves, which reach into all markets

in every region of the country.

"It used to be that special sales were planned to encourage business around the major holidays, but ServNet's 2012 calendar redefines the conventional idea of a promotion," Nichols says, "If you like music, you'll find Mariachi bands, rock and roll, country and blues. If sports are more to your liking, there are Super Bowl promotions, a checkered flag sale, even a boxing match. This year we will see anniversary celebrations for some of the oldest auctions in the country, with BSC America's Bel Air Auto Auction celebrating 65 years in May, and Brasher's Auctions marking 63 years since the first auction in the group was founded in Salt Lake City in 1949.

"For classic and specialty car lovers, there are muscle and specialty car sales, Corvettes and classics sales, and a Fall Truck Sale," Nichols continues. "There are exciting cash promotions, ranging from a Pot 'O Gold to a \$250,000 jackpot." You can celebrate Christmas in July....or experience a Blizzard Blow-out in December. The variety, quality and creativity of these of the events are remarkable, and are ultimately a sign of the ServNet auctions' investment in the market and commitment to their customers' success."

"Even as the market fluctuates, ServNet auctions are determined to provide the most vibrant marketplace for buying and selling cars at auction," said Bob McConkey, who developed one of the most innovative promotions in the industry: the annual Rock and Roll sale at DAA Northwest. "ServNet auctions are committed to exposing the vehicles crossing their auction blocks to the largest possible market, and promotional sales are part of that effort."