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ServNet Auctions Applauded by General Motors

ServNet auctions across the country continue to set the bar for auction performance, earning awards from national consignors. Several ServNet auctions received recent recognition from General Motors, adding to the group's list of awards received since the first of the year. A total of 12 ServNet locations serve as auction partners in the General Motors/Ally Remarketing program.

Cited for Marketing Achievement in 2011 for General Motors was State Line Auto Auction, which celebrated its 22nd year selling for the automaker on March 9th with an Absolute GM Factory Auction. Because there was NO Internet bidding for this special event, all dealers participating in the sale attended in person. At day's end, the auction sold 403 out of 403 and the floor price average was exceeded by almost a full percentage point.

State Line Auto Auction was joined by BSC America's Bel Air Auto Auction, Brasher's Salt Lake Auto Auction, and Flint Auto Auction in receiving Perfect Audit Awards from General Motors. Of the seven auctions singled out for Perfect Audits by General Motors in 2011, four were ServNet auction facilities.

In addition, Flint was recognized as the top auction in the country for posting to SmartAuction. Flint was #1 for SmartAuction in 2010 and 2011, and holds the record thus far in 2012.

"It comes as no surprise that ServNet auctions are recognized again and again for exceptional services and performance by national accounts like General Motors," said ServNet CEO Pierre Pons. "ServNet auctions are among the best in the country, run by owners who have spent lifetimes in the business. They are committed to their auctions, to this industry, and to their customers, working hard to produce superior results year after year."



General Motors' 22nd Anniversary Factory Sale at State Line Auto Auction. The auction received GM's 2011 Marketing Award for the event.

Earlier this year, State Line Auto Auction was named Best Closed Sale for General Motors in 2011. Receiving Quarterly Operational Excellence Awards in 2011 were Bel Air Auto Auction (Northeast Region); Brasher's Idaho Auto Auction (Northwest Region); and Pittsburgh Independent Auto Auction (Northeast Region). Flint Auto Auction was named Mid-Stream Auction of the Year by Ally Remarketing in 2011.

General Motors now sponsors factory sales at eight ServNet auctions nationwide: BSC America's Bel Air Auto Auction, Brasher's Idaho Auto Auction, Brasher's Salt Lake Auto Auction, Dealers Auto Auction of Oklahoma City, Dealers Auto Auction of the Rockies, Flint Auto Auction, Pittsburgh Independent Auto Auction, and State Line Auto Auction. Also, four other ServNet facilities hold stand-alone sales for Ally Remarketing: DAA Northwest, Dealers Auto Auction of Alaska, El Paso Independent Auto Auction and Sanford Auto Dealers Exchange.

For more information about ServNet and ServNet member auctions, go to www.servnetauctions.com. ServNet's corporate headquarters are in Franklin, TN and may be reached at (615) 599-4600.