

**FOR IMMEDIATE RELEASE: 5/20/13**

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## **ServNet Prepares for Big Sales of Summer**

ServNet auctions have long set the standard for innovation, and the industry eagerly anticipates the mega-sales at ServNet auctions that will take the remarketing world by storm this summer. Launched this year by the Smoker Sale at Brasher's Idaho Auto Auction in June, summer promotions at ServNet auctions are the highlights of the season, bringing customers together from all parts of the country for good times and great opportunities for buying and selling vehicles.

"The Summer's market does not cool down in the ServNet world," says R. Charles Nichols, Servet's president. "In June, July and August, ServNet auctions hold huge events that set the bar for innovation and impact on the market. The remarketing world literally 'rocks' at ServNet auctions during the summer months!"

### **Brasher's Idaho Auction Will Deliver Knock-Out at Smoker Sale**

Buyers and sellers from all over the country are vying for ringside seats as Brasher's Idaho Auto Auction prepares for the 14th Annual *Smoker Sale* in Boise, Idaho. A two-day event set for June 19th and 20th, the event will feature two sales, 2,000 cars and trucks, free barbecue dinner, and a clash of Titans as local dealers and others members of the automotive industry square off in the boxing ring.



On-hand for the Smoker this year will be celebrity guest Roy Jones, Jr., an American professional boxer and actor. As a professional, he has captured numerous world titles in the middleweight, super middleweight, light heavyweight and heavyweight divisions. He is the only boxer in history to start his career as a light middleweight (154 lbs) and go on to win a heavyweight title. He has fought in 63 bouts having 55 wins and of those 40 were by Knock out.

Following the boxing matches, auction owner Doug Brasher will make his way to the ring for the "Last Man Standing" event when members of the industry will drop their gloves and come together to raise money for local charities.

"Since instituting the Last Man Standing event four years ago, we've raised more than \$180,000 for local charities including the Idaho Food Bank and Juvenile Diabetes Research," said Brasher. "It all comes together as an exciting night for good causes," said Brasher. "We'll give everyone who attends the opportunity to 'stand' for as much money as they'd like to donate to help those in need."

## Brasher's Backstage with the Steve Miller Band June 27th Draws Customers to Portland

Jerry Hinton, general manager at Brasher's Portland Auto Auction, notes that eyes are already turned to the *Brasher's Backstage*, set for June 27th. The day starts at 9 am, with 1,500 vehicles crossing the block, followed by a reception and dinner buffet at the auction at 3 pm. Then, it's off to McMenemy's Edgefield Amphitheater for an outdoor concert, featuring the Steve Miller Band.

Customers and auction staff will rock out to some of the group's greatest hits, including *Swingtown*, *Take the Money and Run*, *Rock 'N Me*, and *Fly Like an Eagle*. Hinton notes that the auction is currently taking reservations for the dinner and concert, and encourages customers to contact the auction early for the sell-out event.

"*Brasher's Backstage* is a great opportunity to strengthen the relationships we enjoy all year long with our buyers and sellers," says Hinton. "What can be better than enjoying a warm summer evening and great music following a busy day of buying and selling at the auction!"



## REO Speedwagon Takes Stage at DAA Northwest

Taking the stage at DAA Northwest's legendary Rock and Roll Sale on July 17th will be REO Speedwagon. REO Speedwagon topped the charts in the 1980s with 22 million albums sold in the U.S. and 40 million around the globe. Their string of gold and platinum records and international hit singles includes songs such as *You Take it on the Run*, *Keep on Loving You* and *Can't Fight This Feeling*. REO Speedwagon joins Foreigner, the Doobie Brothers, Huey Lewis & The News, Pat Benatar, Styx and several other internationally-known headliners who have performed for DAA's customers and their guests since the first Rock and Roll Sale was held in 1995.



Local favorites The Cronkites will open for REO Speedwagon during the auction's Rock & Roll Sale, now in its 18th year. The Cronkites, which include DAA Northwest's Vice President Greg Mahugh and Ecommerce Development Manager Pat Simmons, have opened for nearly every featured act DAA has hosted. In addition, they have opened for both of KCI Kansas City's "Guitars and Cars" concerts and have made appearances at National Auto Auction Association Conventions.

DAA's Rock & Roll Sale concert and party will follow the auction's Wednesday morning Fleet/Lease and Motorsports sales. After an all-night transition, the facility will open to dealers Thursday morning - offering over 3,000 cars and trucks. While dealers attend the sale, DAA will treat their significant others to a catered cruise on nearby Lake Coeur d'Alene, Idaho.

DAA Northwest will also host the Auction Academy during the Rock & Roll sale. During the event, Academy students will receive instruction in a classroom setting as well as hands-on training at the auction.

### **KCI Kansas City Hosts Midwest Largest Auction Event in August**

Entertaining the crowds at this year's Guitars and Cars Sale at KCI Kansas City will be country music star Travis Tritt. With 18 top 10 hits, 5 Number Ones and 2 Grammy Awards, Travis Tritt will be live on the KCI stage in August. Guitars and Cars, widely known as the Midwest's biggest auction event, will feature 2,500 units over a two day period. Scheduled for August 28th and 29th, the event begins with a mid-morning Wednesday sale offering customers a great selection of fleet lease and dealer consigned units. On Wednesday night, the auction welcomes customers and their guests to the Guitars and Cars private party and concert.

The Cronkites, who are known for opening DAA Northwest's Rock N' Roll sale, will take the stage followed by a live performance from one of country music's unique artists, Travis Tritt. His distinctive sound, containing elements of country-rock and Southern rock, will captivate the audience and deliver an outstanding show.



On Thursday morning customers will find action packed lanes at the Guitars and Cars Main Event Sale offering more than 2,000 vehicles. Any customer participating in the two day sale will have a chance to win part of \$10,000 in post-sale prize giveaways.

"Our customers and staff are excited about this year's artist and we're anticipating a record breaking sale," states Doug Doll, co-owner of KCI Kansas City. "Travis Tritt will bring a new level of excitement to this year's event. This is our time to show everyone the great Midwest hospitality that has made KCI the leader in the Midwest."

"ServNet auctions out-perform the competition on any number of levels all year long," says ServNet CEO Pierre Pons. "Paired with outstanding auction service are marketing efforts such as these that top the charts in innovation and sales effectiveness. ServNet auctions continue to excel in the business of remarketing vehicles, surpassing expectations with every passing year, and continuing to offer the industry's best opportunities for buying and selling at auction."