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Mystery Car Ignites Excitement Leading to Heat Wave at DAA/OKC

Customers ask many questions during a typical day at the auction.....*Will you send me a preview list? How many cars in the sale today? What is the mileage on that unit? Would you set up transport for that car?*" The questions are as varied as the people who attend the sale every week. But in the days running up to Round 1 of DAA/OKC's 25th Anniversary Celebration on June 27th, everyone is asking the SAME question: ***What will the car giveaway be next month?***

"We're not calling our Party Sale on June 27th the HEAT WAVE to forecast the weather," said Owner and General Manager Gary Smith. "The sale will be a hot one in every sense of the word, because at the day's end, we're giving away a Mystery Car along lots of other gifts!"

Smith explains that auction customers have been looking forward to this event for nearly a year, as they've flooded the ticket hopper with entries since June of 2012, earning one ticket for every vehicle consigned, bought or sold.

"It has been exciting to watch those entries for the Mystery Car grow over the past year," said Smith. "It's a visual reminder to all of us of the tremendous volume of business we do at DAA/OKC. The anticipation is reaching a fevered pitch as we draw near to Round 1 of our Anniversary celebration in June, and we expect a packed house for the sale, and for the drawing for the Mystery Car that will cap the day."

Smith forecasts a hot day of auction action at Round 1 / The Heat Wave in June, with a sale lineup that will include more than 2,000 cars, trucks and SUV's. Featured consignors at will include Santander



Consumer USA, Hertz Corp., Avis/Budget Group, Thrifty, Ally Auto Remarketing, Littleton Motors, LK Auto Remarketing, FW Remarketing, Credit Connection, Enterprise, Lease Plan America, One Main, Budget Trucks, The Key, BF Remarketing, RSA, GM Financial, Donlen, ARI.

Also making an appearance at Round 1 / The Heat Wave will be Ross Magness, who will fire up the grill and serve flame-broiled hamburgers and hot dogs all day long, accompanied by potato salad and baked beans. Magness managed DAA/OKC's café in years past, and catered many a Party Sale. Customers know that when Magness is in charge, there's great food to be had and lots of it, says Smith.

"After the last car crosses the block at Round 1 / The Heat Wave, the crowd will gather for the end-of-sale drawing for lots of great gifts and prizes," explains Smith. "And then, the big question on everyone's mind will be answered: the year, make and model of the Mystery Car will be revealed, and the winning name will be drawn from among the names of all customers who have consigned, bought or sold a vehicle at DAA/OKC in the past 12 months. It's sure to be an exciting conclusion to a tremendous sale."

Round 2 of DAA's 25th Anniversary Celebration is set for October 17th, when the auction will pull out all the stops for its Anniversary Party Sale and will give away a second Mystery Car.

Smith founded Dealers Auto Auction of Oklahoma City in 1988. Located on 125 acres, the auction includes 11 auction lanes, a full service restaurant, and over 130,000 square feet of recon, mechanical and body/paint shop facilities. Offering 1,100 to 1,300 vehicles at its weekly sales, DAA/OKC delivers the highest sales percentage of any independent auction in the region.