



FOR IMMEDIATE RELEASE: 1/15/14

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

ServNet Expands Market Share with Import Brands

ServNet auctions continue to expand market share with a growing number of import brands crossing the auction blocks in key locations across the country. State Line Auto Auction and KCI Kansas City report high percentage sales for Hyundai Motor Finance, and KCI Kansas City has also proved a prime market for both Kia Motors America, Inc. and Kia Motors Finance. Imports will continue to increase at ServNet auctions in 2014 as the result of agreements by Toyota Financial Services to offer off-lease units at DAA Northwest in Spokane, and by American Honda Finance Corporation (AHFC) to run vehicles at Brasher's Sacramento Auto Auction, State Line Auto Auction and BSC America's Bel Air Auto Auction.



Pierre Pons
CEO, ServNet

"ServNet auctions penetrate the market on both a regional and national basis, reaching a dealer base that is eager for the opportunity to purchase import brands at the auction," says ServNet CEO Pierre Pons. "With the facilities, systems and processes in place to handle the flow of vehicles with efficiency and levels of customer service that are unparalleled in the industry, ServNet auctions are proving their leadership in all segments of the market."



"We are proud to be counted among the elite group of auctions that have earned the confidence of Toyota Financial Services," said Bob McConkey of DAA Northwest. He notes that the TFS sales at his auction have been an unqualified success since the debut of the high-demand off-lease Toyota products in Spokane, WA in November.

"We forecast another strong year of selling for Hyundai Motor Finance, Kia Motors America, Inc. and Kia Motors Finance at KCI Kansas City," adds Doug Doll, owner and general manager. "Our import dealer loyalty has grown tremendously in the past year and we look forward to an even stronger 2014."

The first quarter of 2014 will see an influx of vehicles from the Honda and Acura nameplates to ServNet auctions on the East and West Coasts. Brasher's Sacramento Auto Auction will hold its first sale for American Honda Finance Corp. on January 21st, while the account will premiere at State Line Auto Auction and Bel Air Auto Auction in mid-February.

"We are excited to welcome AHFC to Brasher's Sacramento Auto Auction," says John Brasher. "We have enjoyed a great partnership with AHFC at Brasher's Portland Auto Auction for many years, and we're thrilled to expand that relationship with the addition of Honda Remarketing and Acura Remarketing to our sale lineup in Sacramento."

Jeff Barber forecasts a ready market for AHFC at State Line Auto Auction which has delivered outstanding results for Hyundai Motor Finance since 2009. He expects a Valentine's Day celebration for import buyers, with the first AHFC sale set for Friday, February 14th at State Line.

The ServNet Auction Group is a network of America's best strategically located independently-owned wholesale auto auctions. Since 1988, ServNet member auctions have been working together to provide a full range of remarketing services to its customers, including the best auctioneers, inspections, reconditioning, transportation assistance and inventory financing. The ServNet Auction Group is managed by TPC Management with headquarters in Franklin, TN.