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ServNet Adds Heat to Summer Market with Mega-Sales

The summer season is in full swing at ServNet auctions across the country, where innovative promotions and mega-sales are drawing national attention, says Patty Stanley, ServNet's president. With events ranging from anniversary commemorations and special promotions to blockbuster mega-sales that set the bar for innovation and impact on the market, ServNet auctions are turning up the heat this summer.

"The summer promotions at ServNet auctions are trend-setting events, and for years have defined the season," says Stanley. "They bring customers together from all parts of the country for good times and great opportunities for buying and selling vehicles in the auction lane."

Innovative Promo Sales Lead Summer Calendar

Leading ServNet's 2015 summer calendar is **Carolina Auto Auction's 50 Days of Summer** promotion, running from June 3 through July 15. Dealers will have a chance to win \$35,000 in cash and prizes throughout the sales event, along with CAA beach towels, beach balls, and will be treated to a variety of free food and drinks throughout the 50 day event.



Next, buyers and sellers from all over the country will rush to get ringside seats at **Brasher's Idaho Auto Auction's 15th Annual Smoker Sale** in Boise. A two-day event set for June 17th and 18th, the event will include 2,000 cars and trucks, and a clash of Titans as local dealers and others members of the automotive industry square off in a no-holds-barred 8-bout boxing match attended by the cheers and jeers of 4,500 fans at Century Link Arena in downtown Boise. On-hand for the Smoker this year will be celebrity guest Pernell "Sweet Pea" Whitaker, universally heralded as one of the top five lightweights of all time.

Following this year's boxing matches, auction owner Doug Brasher will make his way to the ring for the *Last Man Standing* contest 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



eight years ago, the auction has raised more than \$200,000 for local charities.



Another big fund-raising event is set for June 18th in Denver, Colorado. **DAA of the Rockies' 5th Annual Live Charity Auction** will take place in the auction lanes following the regular sale. Highlighting the importance of community involvement and promoting the generosity of professionals within the automotive industry, this year's Charity Auction benefits Freedom Service Dogs of America.

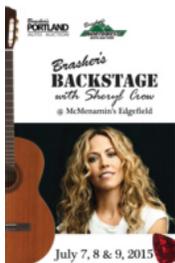
Proudly celebrating its local heritage, **Missouri Auto Auction** has planned its **Brewmaster Sale** for June 19, when dealers will vie to win vintage Anheuser Busch signs that auction owner and general manager Kevin Brown has collected over the past 15 years. The auction expects to see 700 vehicles crossing the block during the sale, including vehicles from Mike Albert Fleet Solutions, Lease Plan, Santander and United Auto. The auction will also spotlight Burr Oaks, a locally-owned microbrewery, which will serve their beer during the sale-end sign giveaways and drawings for tickets to nearby Warm Springs Ranch, home of the world famous Budweiser Clydesdales.



Closing out the month of June is the **Mid-Year Party Sale at Dealers Auto Auction of Oklahoma City**. An annual event at DAA/OKC, this year's celebration is planned for June 25th. Great food and great fun is the order of the day, when 2,000 vehicles will cross the block and dealers will have the opportunity to win \$10,000 in prizes.

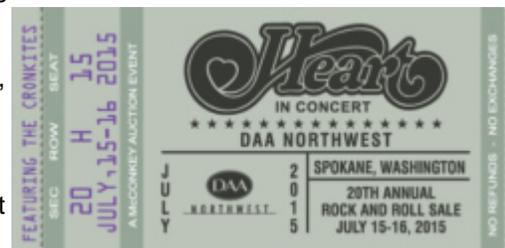
Music Accompanies Biggest Sales of Season

Accompanying the chants of the auctioneers at four ServNet auctions this summer will be the best of rock and roll and country music, as Brasher's Portland Auto Auction, Brasher's Northwest Auto Auction, DAA Northwest and KCI Auto Auction combine entertainment with the biggest sales of the season.



Brasher's Portland Auto Auction and Brasher's Northwest Auto Auction partner for **Brasher's Backstage**. Running July 7th, 8th and 9th, the event includes auction events at both locations, popular giveaways including music memorabilia, a customer dinner, and a concert by Sheryl Crow at McMenamin's Edgfield in Portland. A nine-time Grammy Award winner who has sold more than 50 million albums around the world, Crow will entertain the crowd with her unique blend of pop, rock and country music.

The auction industry's biggest event of the year takes place at DAA Northwest on July 15th and 16th, when customers from across the country will meet for the **Rock & Roll Sale**, which marks its 20th year in 2015. This year the event will begin on Wednesday with a 1,400-unit sale, with fleet/lease vehicles starting at 9:00 and and motorsports units starting at 10:00. That evening, customers and their guests will return to the auction for a catered party and concert featuring *Heart* and local favorites, *The Cronkites*. Thursday



morning, dealers will select from 3,500 cars and trucks. The event will wrap up with \$30,000 in post-sale prizes. Heart stormed the charts in the 70s with hits like *Crazy on You*, *Magic Man*, *Barracuda* and many more. The Wilson sisters led the band, wrote the songs and played the instruments as well, making them the first women in rock to do so.

"We know Heart will put on a great show for our customers this July," says Bob McConkey. "They're a terrific band with roots right here in the Pacific Northwest. Having them on the DAA Stage will definitely make our 20th Annual Rock & Roll Sale one to remember," he adds.

Closing out the summer is **KCI Kansas City Auto Auction's Guitars and Cars Sale** on August 26-27. The biggest auto auction event in the Midwest, this year's sales includes 2,500 units, thousands in post-sale prizes, and a live country concert featuring two-time Academy of Country Music nominee, David Nail.

"Guitars and Cars has become our staple promotion. It is the promotion our customers talk about, look forward to, and really enjoy. This year we are excited to welcome David Nail to the KCI stage," states Doug Doll, KCI Kansas City co-owner. Following KCI's Wednesday fleet/lease mid-morning sale offering 700 units, dealers will be treated to a private party and concert at the auction facility. Thursday morning the activity will continue in the lanes with 2,000 cars and trucks, exciting in-lane promotions, and thousands in post-sale drawings. "Preparation for this year's event is underway and our team is extremely excited. Everyone is looking forward to another great sale and show," says Doll.

