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Summer Market Sizzles with Mega-sales at ServNet Auctions

Summer is in full swing at ServNet auctions across the country, where the industry's most notable mega-sales set the bar for innovation and impact on the market, says Patty Stanley, ServNet's president.

"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. This year's events are more exciting than ever, drawing record participation and proving once again that ServNet's independent auctions stand heads and shoulders above the rest. These mega-sales are ultimately a sign of the ServNet auctions' investment in the market and commitment to their customers' success."

Smoker Sale at Brasher's Idaho Auto Auction



Buyers and sellers from all over the country made their way to Boise for one of the more unusual promotional events in the auction industry that kicked off the summer season. On June 17th and 18th the rush was on for ringside seats at Brasher's Idaho Auto Auction's

Annual Smoker Sale. This year's event included 2,000 cars and trucks, and a clash of Titans as local dealers and others members of the automotive industry squared off in the ring for a no-holds-barred 10-bout boxing match at Century Link Arena in downtown Boise. On-hand for the Smoker this year was celebrity guest Pernell "Sweet Pea" Whitaker, universally heralded as one of the top five lightweights of all time.

This year's winning boxers were Mikey Newman, Bill Williams, Felix Argueta, Casey Bullock, Kristian Aguirre, Neli Aasa, Chance Salutregui, Rylee Driscoll, and Zach Ivie and Chaliss Guttu. In addition to winning her match, Chaliss was the winner of the coveted People's Choice Award went to Chaliss Guttu.



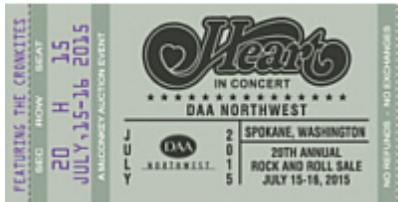
Pernell "Sweet Pea" Whitaker gives a few pointers to the front office staff at Brasher's Idaho Auto Auction in preparation for the 15th Annual Smoker Sale.



Chaliss Guttu's performance in the ring brought her the coveted People's Choice Award

Following this year's boxing matches, auction owner Doug Brasher made his way to the ring for the Last Man Standing contest when members of the industry dropped their gloves and come together to raise money for local charities. The last man standing at this year's event was Sandy Beach, whose donation of \$8,000 brought the total of tall the money raised that evening to \$46,000, all of which was donated to Juvenile Diabetes Research Foundation, Camp Hodi, Stampede for the Cure, Idaho Foodbank, Shop with ah Cop, and Boise Burnout Fund. Since instituting the Last Man Standing event eight years ago, the auction has raised nearly \$250,000 for local charities.

Rock & Roll Sale at DAA Northwest



In July the industry once again headed west, to take part in DAA Northwest's *Rock & Roll Sale* on July 15th and 16th. The auction industry's biggest event which is now in its 20th year, the 2015 Rock & Roll Sale smashed all previous records, posting the highest consignment, highest sales percentage and highest attendance in its history. DAA Northwest's 20th annual Rock & Roll Sale delivered the auction's highest volume sale ever with over 3100 sold of 4400 units consigned and a 70%-plus conversion rate.

Following a fleet/lease and Motorsports sale on Wednesday, DAA transformed its facility into a concert venue and rolled out complimentary appetizers and beverages for 4,000 guests, the most ever to attend a Rock & Roll sale concert. *The Cronkites* featuring DAA's Greg Mahugh and Pat Simmons opened for Rock & Roll Hall of Famers Ann and Nancy Wilson of *Heart*.

The next day, customers returned for a second day of auction selling. By the day's end, DAA Northwest recorded the highest volume sale ever, with over 3,100 sold of 4,400 units consigned and a 70%-plus conversion rate.

"Our staff was stretched to the limit for this one, and they more than rose to the occasion," says Bob McConkey, DAA's president. "I'm proud of the effort they all made, and I'm thankful to all our customers for making this event what it has grown into," he added.



McConkey credits a number of factors contributing to the record-breaking event: the enthusiastic support from local buyers and sellers who look forward to each year's Rock & Roll sale with great anticipation; tremendous national exposure which draws consignments and buyers from across the US and western Canada; current market conditions which resulted in an increase in off-lease volumes and DAA's solid truck market, and Heart's appearance on the DAA Stage.

"Ann & Nancy Wilson of *Heart* have a very strong regional and national following, and they did not disappoint when they took to the stage at our Rock & Roll Sale," said McConkey. "They delivered an amazing 100-minute show singing hit after hit for an energetic crowd that surpassed our previous high-water mark for attendance in 2007 when the Doobie Brothers were here."

DAA introduced a new Auction Partner Expo during Thursday's sale at this year's Rock & Roll event, giving its dealer customers a chance to take advantage of special offers and information in a trade-show-like setting. AFC, Floorplan Xpress, NextGear Capital, Sherwin-Williams Automotive Finishes, the Washington State Independent Auto Dealers Association and the Montana Independent Auto Dealers Association took part in the Expo. In addition, Credit Acceptance and the Auction Academy both gathered in Spokane the week of July 13th for customer and educational sessions.

KCI Kansas City's Guitars and Cars



Later this summer, the excitement moves to the Midwest, where KCI Kansas City anticipates record-breaking consignment during its two-day *Guitars and Cars* event. On August 26th and 27th, KCI will feature over 2,500 cars, trucks and SUV's from corporate remarketers and the Midwest's best dealerships.

"Each year, Guitars and Cars continues to gain momentum and bring new customers to the lanes and this year is no different," says Doug Doll, co-owner of KCI Kansas City. "During the event, we are anticipating the largest consignment in our history." Wednesday's sale kicks off at 11:00 am and will offer buyers over 1,100 fleet, lease and factory vehicles. The consignment will highlight customers like Toyota Financial Service, Lexus Financial Services, Kia Motors America, Hyundai Motor Finance, Kia Motors Finance, and many more.

After the dust settles from the Wednesday sale, customers and their guests return to the auction for the 6th Annual *Guitars and Cars* private party and concert. Guests are welcomed to the concert by walking the red carpet while having their photo snapped by a local photographer and will enjoy a variety

of cuisine from Kansas City's elite food trucks. To top the night off, Missouri's own Grammy-nominated country star, David Nail will be perform live on the KCI stage.

Thursday morning KCI Kanas City welcomes customers back to the action-packed lanes for the Guitars and Cars Main Event Sale offering more than 1,500 of the Midwest's best dealer consigned units. Any customer participating in the two day sale will have a chance to win part of \$20,000 in post-sale prize giveaways.

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, Tennessee.