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ServNet Auctions Set the Stage for Mega-Sale Summer

Summer is upon us, and the season of the ServNet auction mega-sale is in full swing, says Pierre Pons, ServNet CEO. In keeping with a tradition more than two decades in the making, summer promotions at ServNet auctions continue to infuse energy and excitement into the market, bringing customers together in the auction lane from all parts of the country and providing outstanding opportunities for buying and selling vehicles.

Promotional sales have a tremendous impact in the marketplace," says Pons. "The special events planned among the ServNet auctions give dealers a larger selection of vehicles to choose from, and provide consignors with more exposure and a greater return on their inventory. Promotional sales are a win/win for everyone involved, and no one does promotions better than ServNet Auctions!

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

Chicago Joining DAA Northwest's Legacy of Rock Legends

Chicago takes the stage during DAA Northwest's legendary Rock and Roll Sale on Wednesday & Thursday, July 20th and 21st. Chicago will bring their signature sound of horns, iconic vocalists and classic songs to DAA Northwest's 90-acre campus.

"From what we can gather, this year's Rock & Roll sale will be our largest ever, eclipsing last year's record 4500 unit consignment," says DAA Northwest's President Bob McConkey. "We would never have predicted the way this event has evolved. The support from the

national accounts is overwhelming to me. I have so many business partners that I consider as friends, and they make it a point to support this event - both with their inventory and their presence at the sale. It is the week I most look forward to each year, and it's also the week I am happiest to be done with!"



Local favorites The Cronkites will get things rolling on the DAA Stage, opening for Chicago. The Cronkites, who include DAA's own Greg Mahugh and Pat Simmons, have opened for nearly every featured act DAA has hosted. In addition, they have opened for 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 sale, when 2,000 cars, trucks and motorsports units will cross the block. Featured consignors will include Ford Motor Company, Ford Credit, Honda / Aura Remarketing, Toyota Financial Services, Santander Consumer USA, Bank of America, Ally, KIA and Harley-Davidson Financial Services. After an all-night transition, the facility will open to dealers Thursday morning - offering over 3,000 vehicles, with consignments from Avis Budget group, GM Financial, ARI, Credit Acceptance/VRS, and Element, in addition to leading new and used car dealer groups from throughout the Pacific Northwest. While dealers attend the sale, DAA will treat their significant others to a Sweetheart's Day on the Town that features complimentary dining, and discounts on shopping and tourist's activities in downtown Spokane.

"The entire event is a product of an auction team that is simply the best. We rally together, working unreal hours while maintaining a strong sense of community pride. Our team responsibly works together, not letting each other or our loyal customers down. Our goal is not to sell a bunch of cars and simply pull it off...our goal is to give our customers a unique and unforgettable experience and to pull it off with excellence. To go from an average of 1700 units consigned to 5000 units in one week's time is a lot harder than anyone can imagine. To host a party of 4000 guests in the middle of it...well, it's a logistical miracle and simply a lot of hard work."

DAA Northwest's Rock & Roll Sale will conclude with \$30,000 in post-sale prizes. 2016 marks DAA's 21st annual Rock & Roll Sale event.

Blues, Brews & BBQ Premieres at Indiana Auto Auction

While the industry rocks out in classic style at DAA Northwest, buyers and sellers will converge at Indiana Auto Auction for *Blues, Brews and BBQ*, a two-day event set to spark the industry in the East on July 20 & 21. The auction plans a day of music, great food, and plenty of action in the auction lanes.

The events kicks off at Indiana Auto Auction at 3 pm on Wednesday the 20th, with a full-lineup in four auction lanes: two devoted to light duty pickup trucks and one reserved exclusively for franchise dealer trades.



Following the afternoon auction, customers will enjoy a dinner of barbecue and brews catered by Ft. Wayne's Shigs in Pit, winner of Indiana's Best Local Barbecue Joint in the 2015 Best of Indiana Awards. Shigs in Pit is owned by three friends who compete in nationally sanctioned barbecue competitions throughout the Midwest, and are 12-time Kansas City Barbecue Society Grand Champions and 6-Time Reserve Grand Champions. Brews will be provided Mad Anthony brewing company, known for having something on tap for every beer lover.

While enjoying the brews and barbecue, the auction's guests will enjoy an evening of great music, provided by Ray Fuller and the Blues Rockers. An American guitarist, singer and songwriter, Ray Fuller has electrified national audiences with his unique take on root-blues and rock, sharing the stage with such blues giants as Muddy Waters, John Lee Hooker, Albert Collins, Stevie Ray Vaughan, Buddy Guy, and The Fabulous Thunderbirds. Ray Fuller and the Blues Rockers have been performing their brand of low-down, gutsy blues and red-hot rock-n-roll for many years, leaving a trail of scorched stages and satisfied fans from as far away as South Africa.

The next day customers return to Indiana Auto Auction for a big 8-lane sale, featuring consignments from Exeter, Flexco, Tidewater Motor Finance, Caprock, Emkay, MarkOne, Gateway Financial, Honor Finance, VRS and Fiserv.

At the end of the day, auction customers will gather for multiple sale-end drawings, with prizes that fall within the theme of *Blues, Brews & BBQ*, including a Fender electric/acoustic guitar, coolers, kegerators, barbecue smoker and a catering package from Shigs in Pit

"We've hosted two-day sales before at Indiana Auto Auction, but this is our first summer concert, and we're all looking forward to an exciting event," says Eric Autenrieth, owner of Indiana Auto Auction, who notes that *Blues, Brews & BBQ* will be the last big event he'll oversee at Indiana Auto Auction before turning the management reins over to Luke Dietrick and heading to Carolina Auto Auction as the general manager there. "It will be a fun evening of finger-lickin' barbecue, great local brew, and exciting entertainment to share with our customers, in between two outstanding days of buying and selling at the auction."

Guitars & Cars Returns to KCI Kansas City in August

Guitars and Cars, widely known as the Midwest's Biggest Auction Event, will take place on August 17th and 18th offering 3,000 vehicles during the two day sale. Wednesday's mid-morning sale will include 1,000 vehicles from Toyota Financial Services, KIA Motors of America, Hyundai Motor Finance, KIA Motor Finance and Fiserv. Thursday will feature 2,000 corporate and dealer vehicles, exciting in-lane promotions sponsored by Toyota, Hyundai and KIA and thousands in post-sale drawings.

"*It Don't Take Much* to get excited about the headliner at Wednesday evening's concert," says Doug Doll, KCI Kansas City co-owner, quoting the title of one of the songs made famous by

Frankie Ballard who will take the KCI stage to entertain an expected crowd of 2,500 customers and guests. The rising country star will belt hit after hit like, *Helluva Life*, *Sunshine and Whiskey*, and *It All Started with a Beer* during the August 17 event.

Wednesday night's entertainment begins at 5:30 in the auction's main parking lot. By popular demand, the food will be catered by a number of food trucks from the Kansas City area, which will be on hand serving a wide variety of gourmet specialties.



"People were excited when we announced Frankie Ballard as this year's headliner," says Doll. "The enthusiasm in the lanes was overwhelming, and I anticipate a record breaking sale and concert attendance with this one!"

Thursday morning welcomes customers to the action packed lanes for the *Guitars and Cars* Main Event Sale offering more than 2,000 vehicles. While dealers attend the sale, KCI will treat their significant others to a lunch and shopping trip to Zona Rosa, Kansas City's premier outdoor shopping district. Any customer participating in the Wednesday or Thursday sale will have a chance to win part of the post-sale prize giveaways, which will include Kansas City Royals memorabilia and a variety of electronics, like iPads and Apple watches.

"Our customers really look forward to this event because it has become our largest sale of the year," states Doug Doll, co-owner of KCI Auto Auction. "It takes a lot of preparation from our staff but it pays off when our customers tell us how much fun they had," he added.

"ServNet auctions out-perform the competition on any number of levels all year long, and are determined to provide the most vibrant marketplace for buying and selling cars at auction," says Pons. "Paired with outstanding auction service are marketing efforts such as these that expose vehicles crossing the auction blocks to the largest possible market. 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."