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Watch Us Grow Again

ServNet Opens Two New Auctions, Expands Facilities, Adds Accounts

ServNet Auctions continue to build services and gain market share, posting significant gains in 2010 and moving into 2011 with new and expanded facilities. With the debut of two new properties - Sparkling City Auto Auction of San Antonio and El Paso Independent Auto Auction - ServNet now includes 25 auctions across the country.

"Despite a challenging year in the automotive industry, ServNet Auctions are strong and growing," said ServNet CEO Pierre Pons. "Our auctions posted gains in sales volume over their totals in 2009, a particularly significant achievement in light of the fact that 2009 saw record sales at many locations. Two of our owners expanded into new markets, opening all-new facilities, and a number of other auctions initiated expansion projects. Well run and well-capitalized, ServNet Auctions are poised to record continued success in 2011."

New Auctions Open

Pons notes that the first of two new facilities enlarging ServNet's map was Sparkling City Auto Auction of San Antonio, which held its first sale on November 10, 2010 and opened to rave reviews from dealers who crowded the lanes to take part in the grand opening festivities. Built in 2008, the facility was acquired last summer by Wade Walker, who has operated Sparkling City Auto Auction of Corpus Christi since 1990.



Situated on 33 acres of rolling hills on the north side of San Antonio, the auction includes a 12,000 square foot office building, five-lane auction arena, and a full-service detail shop. Sparkling City Auto Auction of San Antonio runs weekly on Wednesday. Ashley and Weldon Dietze, Walker's daughter and son-in-law, are managing operations at the new facility.

Opening soon in western Texas is the new El Paso Independent Auto Auction, which will celebrate its inaugural sale on February 1st. The auction will hold weekly sales every Tuesday at 9 a.m., and will offer PipelineSimulcast live Internet auctions in all four of its lanes. EPI features a state-of-the-art reconditioning center, an on-site mechanical facility with ASE-certified mechanics, and an auto body center.



EPI's ownership team of Ron Kemp, Greg Mahugh and Bob McConkey brings nearly a century of combined auto auction experience to the table. Co-owner Ron Kemp will also serve onsite as the auction's general manager, while well-known industry veteran Robert Sullivan has been retained as manager of operations and national accounts.

Facilities Expand

Other ServNet auctions initiated remodeling projects to accommodate increasing demand for auction services, says Pons. A new, full-service Mechanic Shop opened in late 2010 at BSCAmerica's Bel Air Auto Auction. The 6-bay facility replaces two smaller 2-bay shops that had handled mechanical repairs and oil changes. With the opening of the new shop, Bel Air Auto Auction is able to accommodate larger volumes and expanded services to its dealer and institutional customers.



"The demand for mechanical services, such as pre-sale certifications, post sale inspections and traditional repairs has increased dramatically among our customer base over the last several years, and we are excited to be able to serve our customers in a larger, state-of-the-art facility," said R. Charles Nichols, president of BSCAmerica. "The demand for service and repair has increased significantly since we opened the new facility as has the number of vehicles requiring reconditioning. With the addition of new accounts at Bel Air, the volume of vehicles being reconditioned has nearly doubled in recent months. Our reputation for attention to detail and quality work continues to grow, and we take pride in both our facilities and staff that lead the industry in service and quality."

Carolina Auto Auction, owned by Henry and Patty Stanley, recently completed a \$100,000 renovation of its mechanic shop. The project included the addition of eight full-sized, automated bay doors and four additional lifts.



"These improvements and the resulting streamlined processes result in the auction's ability to continue to operate more efficiently and meeting the growing and changing needs of our dealers," said Henry Stanley. "We are constantly looking for ways we can improve, grow and service our clients, be they institutional, franchise or independent."

Set for a February 2011 opening is the all-new reconditioning Center at KCI Auto Auction in Kansas City, MO. The latest addition to KCI's new facility, which is just minutes from the Kansas City Airport and was opened in 2008 after moving from Elwood, Kansas, the 12,000 foot reconditioning center also includes state-of-the-art detail and mechanical facilities. Other recent improvements at KCI include additional parking and a test track.



"Some might say we're bullish - and maybe they're not far from the mark, " says Doug Doll, auction owner. "One thing's for sure: at KCI, we strive to provide our customers with the absolute best in remarketing services."

New Accounts Bolster Inventory

ServNet also begins 2011 with nearly half of its auctions selling for General Motors and GMAC, which is also fueling gains in sales volume, reports Pons,

"ServNet auctions consistently rank among the top-performing auctions for General Motors and GMAC, said Pons, noting that four additional ServNet locations were added as GM / GMAC auction partners in 2010. "First-rate facilities and exemplary customer service set ServNet auctions apart as leaders in their regions and mark them as strategic partners in GM and GMAC's remarketing efforts."



General Motors and GMAC jointly remarket vehicles at 42 GM Sponsored Auctions sites across the country in both "closed" and "open" sale environments. Of those 42 facilities, only 17 are independent auctions, and 10 of those independents are ServNet auctions: BSC America's Bel Air Auto Auction, Dealers Auto Auction of Oklahoma City, Flint Auto Auction, State Line Auto Auction, Brasher's Idaho Auto Auction, Brasher's Salt Lake Auto Auction, DAA of the Rockies, and Pittsburgh Independent Auto Auction. In addition GMAC has "stand alone" sponsored sales at two additional ServNet auctions: DAA Northwest in Spokane, WA and Dealers Auto Auction of Alaska in Anchorage.

Pons also reports that Ford Motor Company recently named Brasher's Sacramento Auto Auction as its exclusive auction partner in Northern California. Brasher's moves into 2011 with a weekly Ford Credit Sale, a bi-weekly sale for Mazda Motors of America, a monthly sale for Volvo, and a bi-weekly Ford Factory sale.



"With a long and very successful relationship with Ford, we are very pleased to announce that Brasher's Sacramento Auto Auction is the only place to find vehicles from Ford Motor Company and Ford Credit in Northern California," said John Brasher, auction owner. "Our customers are equally excited to stay close to home and buy Fords at Brasher's Sacramento Auto Auction -- the auction with more Ford awards than any other."

"Looking forward to 2011, ServNet Auctions are poised to continue leading the industry as some of the longest-running and most successful facilities in the country," said Pons. "ServNet auction owners are no strangers to the ups and downs of the market, and have been able to adjust to the challenges of the current economic climate. With an eye to best serving their customers, ServNet auctions continue to add efficiencies to their processes and streamline remarketing operations for both dealer and institutional accounts."

Online Technology Streamlines Operations, Expands Market

"ServNet auctions as a group have also experienced ongoing success by virtue of the fact that they have embraced innovative, cutting edge technology to expand their markets beyond the auction floor," explains Pons, reporting that in 2010 every ServNet auction saw increases in online and internet activity. "ServNet auctions have the flexibility and vision to make available to individual customers the exact channel that best represents the vehicles being offered for sale: Auction Pipeline, OVE, Smart Auction and OpenLane."

"Institutional accounts in particular, in order to streamline their own operations, are looking for consistency in technology and a single line of communication covering auctions from coast to coast. ServNet auctions are able to provide both: with Auction Pipeline, and a centralized administrative staff based in Franklin, Tennessee."

Pons concluded, "ServNet auctions continue to move forward, building their market share, developing new opportunities for buyers and sellers, improving procedures and offering innovative auctions tools to help their customers successfully remarket their vehicles."