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Dealers Auto Auction of Oklahoma City Proves That Consistency Counts

OKLAHOMA CITY, OK -- Dealers Auto Auction of Oklahoma City has been recognized by several national remarketers for outstanding performance in 2008, ranking high with HSBC, Regional Acceptance and CitiFinancial Auto. At an awards ceremony during the CAR convention in Las Vegas, DAA OKC was named HSBC's 2008 Auction of the Year for the Central Region, as well as its #3 auction nationwide. In addition, the auction scored the second highest retentions in the nation for Regional Acceptance in 2008, and 5th in the nation for CitiFinancial Auto.

"We're very pleased to be recognized by HSBC, Regional Acceptance and CitiFinancial, and to be numbered among the outstanding performers for these accounts," said DAA/OKC general manager Bruce Beam, who noted that this is the second year in a row that the auction has placed top in its region for HSBC.

"As we like to say here at DAA OKC, 'consistency counts,' and we make it a priority to prove that our customers can depend on us from sale to sale, from year to year, no matter what the market conditions," said Beam. "It's important that all our customers, from the independent auto dealer to the national remarketer's, know that they can expect the same attention to detail, the same high levels of customer service, day in and day out at



DAA/OKC Fleet/Lease Manager Mike Egdahl and Assistant GM John Reninger show off HSBC's 2008 Central Region Auction of the Year Award.

DAA/OKC. We're proud that our success in providing exactly that has been recognized by these national accounts, and are particularly thrilled to have placed at the top of our region for HSBC for the second year in a row."

Opened in 1988 by owner and president Gary Smith, DAA/OKC hosts a GM Factory Sponsored Auction every other Tuesday at 10 am, and a regular consignment sale every Thursday at 8:30 am. Located on 125 acres, the auction includes 11 auction lanes, a full service restaurant, and over 130,000 square feet of recon, mechanical and body/paint shop facilities. Offering 1,200 to 1,500 vehicles at its weekly sales, DAA/OKC delivers the highest sales percentage of any independent auction in the region.

DAA/OKC is a member of the ServNet Auction group, and a participating member of AuctionPipeline.com, a Web initiative that provides auction customers with sales and market information as well as live, online bidding.

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