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ServNet Adds Auctions

DAA of the Rockies & DAA of the Southwest Extend ServNet's Market Share

FRANKLIN, Tennessee -- Expanding its market share to include locations in Colorado and Arizona, ServNet has announced the addition of Dealers Auto Auction of the Rockies and Dealers Auto Auction of the Southwest to its ranks. Both auctions are owned by industry veterans Brad Sturgeon and Bill Baker.

“It’s an exciting and important development in our growth to align our auctions with the ServNet auction group,” said Sturgeon. “ServNet has grown into an outstanding organization, fueled by strong, innovative leadership and fortified by long-time industry leaders with decades of experience and success in the auction business. We are looking forward to working with the ServNet auction owners and management team to enhance the service we offer to our customers.”

Auction partners Sturgeon and Baker formed their alliance in 1995 when they founded Dealers Auto Auction of the Rockies in Denver, Colorado. Eight years later they moved into the Phoenix, Arizona market when they founded Dealers Auto Auction of the Southwest in 2003. Prior to their venture into auction ownership, the pair had been long-time associates in the industry, Sturgeon on the auction side as a manager at Manheim’s Colorado Auto Auction, and Baker as a veteran auto dealer buying and selling vehicles at the auction.

“Brad Sturgeon and Bill Baker bring a wealth of experience to the table as auction owners, with insights from both the auction and dealer sides of the business,” said ServNet CEO Pierre Pons. “Their auctions are prime facilities in two important auto

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markets in the West. We're very pleased to welcome both locations as strategic partners for ServNet, as we continue to expand our geographic footprint, extending the ServNet brand throughout the U.S."

Dealers Auto Auction of the Rockies is situated on 24 acres in Denver, Colorado, holding a weekly sale on Thursdays at 9:00 am on five auction lanes. With an average consignment of 900 cars and trucks per week, the auction features vehicles from Wachovia Dealer Services, Credit Acceptance, DT Credit, Security Capital, AutoNation and Drive Time.

Dealers Auto Auction of the Southwest welcomes dealers to its weekly sale on Wednesdays at 1:00 pm, with vehicles from DT Credit, Lobel Financial and Fireside Bank in addition to numerous used car dealers in the region. The auction offers full mechanical and reconditioning services, post-sale inspections, and both pre- and post-sale repairs. Industry veteran Jim DesRochers serves as the auction's general manager.

Dealers Auto Auction of the Rockies and Dealers Auto Auction of the Southwest operate under the Auction Pipeline technology platform, which delivers live auction lane bidding online, market reports of auction sale results and available inventory from independent auto auctions nationwide. Both auctions are members of the National Auto Auction Association and utilize the AutoIMS inventory management system.



Sale Day at Dealers Auto Auction of the Rockies, a new ServNet facility.

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