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**FOR IMMEDIATE RELEASE: May 20, 2017**

## **ServNet's Summer Promotional Sales Corner the Market**

From southern rock & roll to country and blues, from a taste of the tropics to New Orleans-styled hospitality, from anniversary celebrations to a grand opening gala, promotions at ServNet auctions are some of the industry's biggest events, and those planned for the summer of 2017 promise to be grander than ever.

"Promotional sales have a tremendous impact on the in the marketplace, and the biggest promotional sales in the country are held at ServNet Auctions," says Pierre Pons, ServNet's CEO. "ServNet auctions are committed to making the vehicles crossing their auction blocks available to the largest possible market, and promotional sales are part of that effort. A look at the summer calendar shows that the industry's most innovative and exciting events are set for the months ahead."

The summer promotion season will kick off at **Greenville Auto Auction**, which holds its Dealer Appreciation Sale on June 8th. Nothing highlights the auction's mission to serve more than this sale, notes Billy Willis, auction general manager. "The VIP theme of our Dealer Appreciate sale accentuates the auction's intention to treat our customers with authenticity; build mutually beneficial relationships with our dealers and offer the best personal customer service from the lanes to the lot."

**Carolina Auto Auction** brings a tropical theme to auction day during its Luau Sale running from June 14th through July 16th. The auction introduces the promotion on June 14th with live music provided by a steel drum band and free breakfast. During the month-long event, the auction plans \$35,000 in prizes, including weekly drawings and a guaranteed \$10,000 cash giveaway.



**State Line Auto Auction** prepares for its largest event of the year on Friday, June 16th, which will mark the auction's 36th Anniversary. As tradition holds, all attending dealers will be treated to a

complimentary chicken barbecue lunch, and also be eligible for \$18,000 in prize money to be given away at sale end.

On July 11th, **Louisiana's 1st Choice Auto Auction** will hold its Lagniappe Sale, designed to reward its customers with the very best in southern hospitality.

"This sale allows our customers to experience *Lagniappe* first-hand, that something extra they only receive at Louisiana's 1st Choice Auto Auction," explains John Poteet, LAFCAA's managing partner. He notes that this year's Lagniappe sale will be followed by the auction's Tailgate Sale August 22nd, when Super Bowl and NCAA National Champion Devery Henderson will be on hand to sign autographs and take pictures with customers.

**Greater Rockford Auto Auction** will celebrate its 43rd Anniversary on July 19th, providing celebratory t-shirts to dealers when they arrive, offering food in the lanes, and giving away \$15,000 in gifts and prizes. Following a full day of the buying and selling the region's best inventory of cars and trucks on six lanes, customers will look forward to a huge power sports giveaway at the end of the sale.

On the West Coast, the industry's most innovative promotional event, **DAA Northwest's** Rock and Roll Sale, takes place on July 19th and 20th. This year, Lynyrd Skynyrd will take the DAA stage for a concert on the evening of July 19th.



"We host promotions every month, but the Rock & Roll Sale is definitely our signature event," says Bob McConkey, president of the McConkey Auction Group. "Each year, we put a lot of thought into bringing in a headliner that will be a great fit with our customers. Judging from the smiles on faces when we announced this year's headliner, Lynyrd Skynyrd fits the bill." Along with Lynyrd Skynyrd, more than 5,000 cars, trucks and bikes will be featured during the 2017 Rock & Roll Sale.

The main event on the August calendar is the Midwest's biggest auto auction event, **KCI Kansas City's** Guitars and Cars event, set for August 16th and 17th. This year, Breakthrough Artist of the Year nominee Tyler Farr will perform live on the KCI stage belting hit after hit like Whiskey in My Water, Redneck Crazy, A Guy Walks into a Bar, and Better in Boots. "

A lot of time, energy and consideration goes into the selecting the headliner for this sale, and I think Tyler Farr will be a great fit," states Doug Doll, KCI Kansas City co-owner. "Everyone is excited for this year's event and I think we will see our biggest Guitars and Cars Sale ever."



Doll reports that more than 3,000 vehicles will be offered during the two-day sale. Both days will include several in-lane promotions and the event concludes with \$20,000 dollars in post-sale drawings.

BSC America will close out the summer by opening the doors of **Bel Air Auto Auction's** all-new facility in Belcamp, Maryland. One of the longest-running auto auctions in the country, Bel Air Auto Auction celebrates its 70th year with a two-day grand opening gala on Wednesday and Thursday, September 6th and 7th, welcoming customers to its new 10-lane auction facility on a campus spanning 175 acres. The new facility also includes a 45,000 square foot Vehicle Enhancement Center that includes a mechanical shop, body shop, recon center and imaging center, and will house BSC America's corporate offices as well as Bel Air Auto Auction's administrative offices and regional staff.

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, TN.