

ADESA INC  
Form 8-K  
July 09, 2004

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 9, 2004

**ADESA, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of incorporation or  
organization)

**001-32198**  
(Commission File Number)

**35-1842546**  
(I.R.S. Employer Identification No.)

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**13085 Hamilton Crossing Boulevard Carmel, Indiana**  
(Address of principal executive offices)

**46032**  
(Zip Code)

Registrant's telephone number, including area code: **(800)923-3725**

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Item 9 Regulation FD Disclosures.

On July 9, 2004 ADESA, Inc. (the Company ) issued a press release announcing the redemption of certain of its outstanding long term debt. A copy of the Company s press release is furnished herewith as Exhibit 99.1, and incorporated herein by reference.

Item 7. Financial Statements and Exhibits.

The following exhibits are filed as a part of this report:

(c) Exhibits

99.1 Press release, dated July 9, 2004.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ADESA, INC.

Date: July 9, 2004

By: /s/ Cameron C. Hitchcock  
Cameron C. Hitchcock,  
Executive Vice President and  
Chief Financial Officer

**Exhibit Index**

<b>Item Number assigned in Regulation S-K</b>	<b>Exhibit</b>	<b>Description of Exhibits</b>
99	99.1	Press release dated July 9, 2004.