

ADESA INC  
Form 8-K  
September 14, 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): September 14, 2004**

**ADESA, INC.**

**(Exact name of Registrant as specified in its charter)**

**Delaware**  
**(State of Incorporation)**

**1-32198**  
**(Commission File Number)**

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

**13085 Hamilton Crossing Boulevard**  
**Carmel, Indiana 46032**  
**(Address of principal executive offices)**  
**(Zip Code)**

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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

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- o Soliciting material pursuant to Rule 14a-12(b) under the Exchange Act (17 CFR 240.14a-12(b))
  
  - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  
  - o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 8.01**            **OTHER EVENTS**

On September 14, 2004, the Company issued a press release announcing that it has named George Lawrence to the position of Executive Vice President, General Counsel and Secretary. Lawrence's appointment with ADESA, Inc. took effect on September 13, 2004.

A copy of this press release is being furnished as an exhibit to this report on Form 8-K and incorporated by reference herein.

**Item 9.01**            **FINANCIAL STATEMENTS AND EXHIBITS**

(c) Exhibits.

| <b>EXHIBIT NO.</b> | <b>DESCRIPTION OF EXHIBIT</b>   |
|--------------------|---|
| 99.1               | Press release dated September 14, 2004    ADESA, Inc. Appoints George Lawrence Executive Vice President, General Counsel and Secretary. |

**SIGNATURE**

**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, thereunto duly authorized.**

Dated: September 14, 2004

ADESA, INC.

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