

Ascent Dealer Services Press Release Highlights New Growth Phase for Automotive Remarketing Sector

A new Ascent Dealer Services press release issued this week outlines a strategic expansion of the company's remarketing platform, reinforcing its position as a key provider of auction and inventory management solutions for used-vehicle dealers across the United States. The announcement arrives as the wholesale automotive market continues to adapt to shifting demand patterns and tighter inventory conditions.

The company, which operates a network of physical auction sites alongside a digital bidding platform, has been a fixture in the dealer-to-dealer remarketing space for more than a decade. The latest Ascent Dealer Services press release details the addition of several new auction locations in the Midwest and Southeast, along with upgrades to the company's mobile bidding application. These moves are designed to give independent dealers faster access to fresh inventory and a more streamlined way to sell their own trade-ins.

Industry observers note that the remarketing segment has seen consolidation in recent years, with smaller auction houses being acquired by larger platforms. Ascent Dealer Services has taken a different approach, choosing to grow its physical footprint while also investing in the technology that connects remote bidders to live auctions. The press release emphasizes that the company's model remains centered on the live auction floor, supplemented by digital tools rather than replaced by them.

Platform Upgrades and Dealer Feedback

Among the improvements cited in the announcement are a redesigned user interface for the mobile app, faster load times for live-streamed auctions, and a new lot-search feature that lets dealers filter by vehicle condition, mileage, and geographic region. The company says these changes were driven directly by feedback from its dealer network, which includes several thousand independent used-car operators.

The mobile app upgrade also includes a push-notification system that alerts dealers when specific vehicle types are added to upcoming sales. For example, a dealer specializing in late-model pickups can set a notification for any 2021-or-newer truck entering an auction within a 200-mile radius. The feature is intended to reduce the time dealers spend scanning listings manually.

The press release notes that the company's digital platform now handles more than 40 percent of all bids placed across its network, a figure that has grown steadily since the pandemic

accelerated remote participation in live auctions. Ascent Dealer Services has not disclosed the total number of vehicles sold through its system, but the press release indicates that transaction volume on the digital channel has increased by double-digit percentages year over year.

New Locations and Market Reach

The expansion into new markets includes the opening of a full-service auction facility in central Indiana, a region that has become a hub for used-vehicle distribution due to its central location and proximity to major interstate highways. The company already operates locations in Ohio, Kentucky, and Tennessee. The new Indiana site is expected to host weekly dealer auctions and monthly public sales, mirroring the schedule of existing locations.

In addition to the Indiana site, the company has added drop-off and inspection points in three smaller markets: southern Illinois, northern Alabama, and western Missouri. These satellite locations allow dealers to consign vehicles without traveling to a main auction yard. Vehicles are inspected and photographed on-site, then listed on the company's digital platform for the next available sale.

The expansion brings the company's total number of physical locations to more than a dozen, a scale that places it among the larger independent remarketing networks in the country. The [Ascent Dealer Services press release](#) does not specify the exact count, but it states that the company now serves dealers in 14 states, with plans to enter additional markets in the coming year.

Operational Changes and Fee Structure

The press release also announces a revision to the company's fee schedule for sellers. The new structure lowers the commission rate for vehicles that sell above a certain price threshold, effectively giving dealers a break on higher-value inventory. At the same time, the company is introducing a flat listing fee for vehicles that do not meet the reserve price, replacing the previous per-listing charge that varied by vehicle value.

These changes are intended to attract more consignments from dealers who have been hesitant to send higher-end vehicles to auction due to fee concerns. The company believes that a simpler fee model will encourage more dealers to use the platform for their full inventory range, from budget cars to premium models.

The press release emphasizes that the new fee structure applies to both physical and digital sales, and that no additional charges are being added for online bidding. The company has also eliminated a small transaction fee that was previously applied to credit-card payments for buyer premiums, a move that dealers had requested for several years.

Technology Integration and Data Access

Another section of the announcement covers the company's integration with third-party inventory management software. Ascent Dealer Services has partnered with two major providers of dealer management systems to allow automatic syncing of auction results and consignment data. Dealers using these systems can now see their auction activity alongside their lot inventory, sales data, and customer records without switching between applications.

The integration is available at no extra cost to existing subscribers of the Ascent Dealer Services platform. The press release describes it as a step toward reducing the administrative burden on small and mid-sized dealers who often juggle multiple software tools to run their businesses.

The company has also introduced a new data dashboard for dealers who sell at least 20 vehicles per month through the platform. The dashboard provides detailed reports on sale prices by vehicle make and model, average days to sale, and comparison data against regional averages. Dealers can use this information to set more accurate reserve prices and decide which vehicles to consign to which sales.

Industry Context and Competitive Landscape

The used-vehicle market has experienced notable shifts since the pandemic-driven price spikes of 2021 and 2022. Wholesale prices have moderated, and dealers are facing thinner margins on both the buy and sell sides. In this environment, efficient access to inventory and low transaction costs have become more important. Remarketing platforms that can offer both physical inspection and digital bidding are seen as having an advantage over purely online marketplaces, where condition disclosure can be inconsistent.

Ascent Dealer Services competes with several national and regional auction companies, as well as with online-only platforms that connect dealers directly. The company's hybrid model, combining live auctions with digital bidding, has been a distinguishing feature. The new press release reinforces that model while updating the technology layer that supports it.

Analysts following the automotive remarketing industry have noted that the sector is likely to see further consolidation, but that well-capitalized independent operators can still gain share by focusing on service and regional coverage. The Ascent Dealer Services press release appears to align with that view, presenting a company that is investing in both physical infrastructure and digital tools rather than betting entirely on one channel.

The company has not announced any changes to its ownership or management structure. It continues to operate as a privately held business, and the press release does not include financial figures or forward-looking projections. The tone of the announcement is factual,

reporting on specific operational changes rather than making broad claims about industry leadership.

For reporters covering the automotive remarketing space, the key takeaways from this announcement are the geographic expansion into new states, the fee restructuring aimed at higher-value vehicles, and the technology integrations that reduce manual work for dealers. The press release does not break new ground in terms of strategic direction, but it provides concrete evidence that the company is executing on a plan to grow its network and improve its service offering.