

## DAA/OKC Offers Fresh Face on Auction Day

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For nearly three decades, Dealers Auto Auction of Oklahoma City (DAA/OKC) has been the trusted source for vehicles from auto dealers, commercial consignors, and GSA in Oklahoma. As it approaches its 29<sup>th</sup> Anniversary this fall, the auction has been busy updating up the facility with fresh paint, new auction spaces, and a New General Manager, (Bruce Beam), Assistant General Manager Of Operations (Charles Hilton), and Reconditioning Manager (Joseph Gutierrez).

“We are proud of our standing in the industry as a world-class, full service auction,” said owner Gary Smith, who founded the auction in 1988. “Our 130,000 square foot facility has seen a lot of activity over nearly three decades, with more than a thousand cars, trucks, fleet units and specialty vehicles crossing the block every week and over a thousand dealers entering our doors to bid on those units. We take pride in the service we offer our customers, and we felt that the time was right to freshen up the face we show to our customers as we prepare to celebrate 29 great years in business this fall.”



*DAA/OKC has been updating its facility in preparation for its 29<sup>th</sup> Anniversary celebration this fall.*

A new face greeting customers on sale day is General Manager Bruce Beam, a veteran of the auction business whose return to DAA/OKC is hailed by customers and employees alike.

“We are very pleased to welcome Bruce back to DAA/OKC,” said Smith. “His knowledge and experience in the auction business is unparalleled, and we are delighted that he has joined with the rest of our staff in working hard every day to uphold the DAA/OKC motto: Service is our only business.”

Smith also explains that the auction has been hard at work refreshing many of the spaces at the facility. The auction’s exterior has been given a facelift, with a bold new look at the auction entrance and new paint and signage at the entrance to each lane. The auction blocks have been updated, adding a new level of sparkle and polish on sale day. A new food stand in the auction arena allows dealers to stop for snacks and refreshments without missing a bid. Even the auction’s website has been redesigned to reflect the new look at DAA/OKC.

“We are dedicated to improving our customers’ experience at DAA/OKC, and we think that the changes we’ve made at our facility reflect our determination to maintain our standing as the very best auction in our region,” said Smith. “Over nearly three decades we’ve built a team of industry experts focused on sales, service and friendly interactions. We’re a trusted name in auto auctions, and we now offer more services than ever in a facility that is better than ever.”



*Updated auction blocks and a new food stand in the auction arena add a new level of sparkle, polish and convenience on sale day.*

DAA/OKC holds a GM Financial Open Sale at 9:30 am and Closed Sale at 11:00 am every other Thursday.

The facility also offers the largest weekly vehicle consignments in the state, and the highest sales percentage of any independent auction in the region. A prestigious consignor lineup is led by Ally Auto, Santander Consumer, Chrysler/Capital, Hertz, Avis/Budget Group and PAR North America. The auction also hosts regular sales for GSA, which are open to the public. Located on 125 acres, the auction includes 7 auction lanes, a full service restaurant, and over 130,000 square feet of recon, mechanical and body/paint shop facilities. DAA/OKC is a member of the ServNet auction group.

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