

ADESA INC  
Form 8-K  
October 21, 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):** October 20, 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)

Soliciting material pursuant to Rule 14a-12(b) under the Exchange Act (17 CFR 240.14a-12(b))

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))
-

**Item 8.01**      **Other Events**

On October 20, 2004, ADESA, Inc. issued a press release announcing its establishment of a dividend policy and declaration of a 2004 fourth quarter dividend of \$0.075 per share of outstanding common stock. The dividend is payable December 15, 2004, to shareholders of record on November 15, 2004.

A copy of this press release is being furnished as Exhibit 99 to this current report on Form 8-K and incorporated by reference herein.

**Item 9.01**      **Financial Statements and Exhibits**

(c) Exhibits

Exhibit    Press release of ADESA, Inc. dated October 20,  
99            2004 announcing its establishment of a dividend  
              policy.

**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: October 20, 2004

ADESA, INC.

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