Peisner Jonathan Form 4 February 14, 2007

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

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may continue. See Instruction

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1(b).

per share

(Print or Type Responses)

1. Name and Address of Reporting Person * Peisner Jonathan			2. Issuer Name and Ticker or Trading Symbol ADESA INC [KAR]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction				(Check all applicable)			
13085 HAM BLVD., SU	IILTON CROS ITE 500	(Month/Day/Year) 02/12/2007				Director 10% Owner _X_ Officer (give title Other (specify below) VP Inv. Rel. and Planning				
CARMEL, 1	(Street) IN 46032	4. If Amendment, Date Original Filed(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(State)	(Zip)	Table	: I - Non-De	erivative S	ecurities Ac	quired, Disposed	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction D (Month/Day/Yea	ar) Executi any	Execution Date, if		4. Securit onAcquired Disposed (Instr. 3, 4)	(A) or of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Common Stock, par							100	D		

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of or Derivative Securities Acquired (A) or Disposed of (D. (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D	Date Exercisable	Expiration Date	Title	Amoun Number Shares
Options to Purchase Common Stock (right to buy)	\$ 23.36					<u>(1)</u>	02/15/2011	Common Stock, par value \$.01 per share	7,90
Options to Purchase Common Stock (right to buy)	\$ 26.165					(2)	02/15/2012	Common Stock, par value \$.01 per share	9,08
Restricted Stock Units convertible to Common Stock	\$ 0	02/12/2007		A	637.808	(3)	<u>(4)</u>	Common Stock, par value \$.01 per share	637.80

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Peisner Jonathan

13085 HAMILTON CROSSING BLVD.

SUITE 500

CARMEL, IN 46032

VP Inv. Rel. and Planning

Signatures

Rebecca C. Polak for Jonathan

Peisner 02/14/2007

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) One third (1/3) of the option grant vests and becomes exercisable on each of 2/15/06, 2/15/07 and 2/15/08, provided that the reporting person is employed by ADESA, Inc. on such dates.

Reporting Owners 2

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- One third (1/3) of the option grant vests and becomes exercisable on each of 2/15/07, 2/15/08 and 2/15/09, provided that the reporting person is employed by ADESA, Inc. on such date.
- Restricted Stock Units vest on the third anniversary of the date of the grant (2/12/07), provided that the executive is employed by
- (3) ADESA, Inc. on such date at which time they will be converted into shares of ADESA, Inc. common stock or cash, at the election of ADESA, Inc.
- (4) N/A

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.