

Peisner Jonathan
 Form 4
 February 14, 2007

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(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)
 13085 HAMILTON CROSSING
 BLVD., SUITE 500
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 02/12/2007

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 VP Inv. Rel. and Planning

CARMEL, IN 46032
 (City) (State) (Zip)

4. If Amendment, Date Original Filed (Month/Day/Year)

6. Individual or Joint/Group Filing (Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| Common Stock, par value \$.01 per share | | | | (A) or (D) | 100 | D | |

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

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SEC 1474 (9-02)

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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. Transaction Code | 5. Number of 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 Amount Number Shares |
| Options to Purchase Common Stock (right to buy) | \$ 23.36 | | | | | (1) 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) (4) | Common Stock, par value \$.01 per share 637.8 |

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
Date: 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.

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- (2) 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.

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