

# Automotive News

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## remarketing

### Auction veteran Moorby gets back in the game

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Tony Moorby, who once headed the nation's third-largest auto auction company, is back in the auction business.

Moorby, 58, is president of Acacia Automotive Inc., a new company in Ocala, Fla. He was president of ADT Automotive Inc. when Manheim acquired it in 2000. ADT operated 28 auction sites at the time.

Acacia seeks to acquire profitable mid-sized auctions that can expand



**Acacia Automotive's Tony Moorby: "In the span of three to five years, we hope to have about 15 auction sites."**

to handle business from small fleet and leasing companies, Moorby said. The public company's immediate goal is raising \$16 million from investors by early 2007, he said.

"In the span of three to five years, we hope to have about 15 auction sites," Moorby told *Automotive News*.

Moorby said he does not expect Acacia to grow as large as ADT did. Ideally, he said, Acacia auctions will have four to six lanes and offer about 800 to 1,000 vehicles for sale each week.

Moorby conceded that large sellers of used vehicles, such as automakers and fleet companies, are unlikely to leave their current auction companies.

"I don't think we'd pursue vigilantly the big manufacturer accounts," he said.

Moorby is well-known in the remarketing industry. In 1982, Moorby, a native of England, moved to the United States to help launch Anglo American Auto Auctions.

In 1990, ADT Inc. acquired Anglo American and, a year later, changed the company's name to ADT Automotive.

Moorby was executive vice president of ADT Automotive when Tyco

International Ltd. acquired the company in 1997. He became president of ADT Automotive later that year.

Moorby left the company when Manheim integrated ADT into its operations.

Most recently, Moorby operated Flying Lion Dealer Service. The Mount Juliet, Tenn., company transported, repaired and detailed vehicles for wholesale-vehicle buyers and sellers.

The 3-year-old company closed in January. **AN**