



Manheim

FOR IMMEDIATE RELEASE

Aug. 16, 2011

CONTACT: Lois Rossi

Sr. Director, Corporate Communications
(678) 645-2028

THIS SUMMER MANHEIM TOPS 2 MILLION VISITS TO MOBILE SITE

*New iPhone App Functionality also Released as Digital Offerings
for Customers Continue to Grow*

ATLANTA – Since launching its mobile platform in February 2010, Manheim has received more than 2 million customer visits to its mobile site. In the first six months of 2011 alone, Manheim reached 1 million mobile visits – a feat that took nearly all of 2010 to accomplish. In fact, the number of visits to the mobile site has increased 122 percent year over year since June 2010 with the site averaging more than 5,500 visits per day.

“I was impressed with how easy it was to purchase a vehicle straight from my phone,” said Benjamin Weber of Gabriel Jordan Ford Mercury. Weber purchased the first unit on Manheim’s mobile platform in June 2011. “Now that I know how effortless the process is, I am looking forward to using my smartphone to quickly bid on and buy OVE.com cars in the future.”

“We’re focused on allowing our customers to engage the Manheim marketplace anytime and anywhere – whether preparing for a sale, scanning a VIN for Manheim Market Report values or buying,” explained Joe George, group vice president of Manheim Digital. “A perfect example of this was our first mobile sale when our customer conducted the transaction from his kitchen table.”

Manheim’s mobile platform satisfies customers’ desires to do business on demand. Its mobile strategy is driven by industry trends that show smartphones comprise the majority of all new cell phone purchases in the U.S., and will likely become the device of choice in the remarketing industry as more millennials (people 18-34) continue to assume dealership management roles. In short, Manheim’s mobile strategy allows today’s and tomorrow’s customers to transact business in more, better and easier ways than ever before. The current suite of mobile features includes:

- **Bid and Buy** which provides dealers the option to buy now, place a bid or autobid on any OVE.com inventory from their mobile device.
- **Make an Offer** which invites buyers to “make an offer” and suggest the value they think a car is worth on designated vehicles.
- **Simulcast Proxy Bidding** which enables buyers to place proxy bids on Manheim Simulcast listings via the mobile website.

- **My Buying Activity** which allows customers to easily track recent OVE.com Buying Activity from Manheim's mobile website, including units with live bids, on offer, won and lost.
- **Mobile MMR** which puts the company's industry-leading wholesale vehicle pricing guide, the Manheim Market Report, right into the palm of its customers' hands.

The benefit of Manheim's mobile platform is that it allows any customer with a mobile phone and an Internet connection to transact business with the company whenever and wherever they want to – whether in the lanes or in the airport.

As Manheim's mobile platform becomes increasingly popular among customers, the company also rolled out a significant update to its Apple iPhone® app in July 2011. The app provides all of the functionality of the mobile site, and the iPhone's powerful camera allows customers to scan vehicle VINs and capture MMR results as well as CarFax and AutoCheck reports. There have been more than 33,000 unique downloads since the iPhone app launched in November 2010. An app for Google Android™ smartphones will be released soon.

“Mobile phones have been part of the used car business for decades, and the ability to now deliver the digital purchasing power of Manheim to those devices opens a whole new world of opportunity and efficiency for our customers. Our commitment is to continually explore and develop the new tools available through this platform in ways that return value for our customers,” said Amy Mills, senior director of product management at Manheim Digital.

After introducing industry-changing innovations such as Simulcast and OVE.com, Manheim continues its leadership in the remarketing industry with a comprehensive mobile offering for its customers.

About Manheim (www.manheim.com)

Manheim is the world's leading provider of vehicle remarketing services. Through its 122 worldwide wholesale operating locations, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles. Drawing from its auction transaction volume, Manheim Consulting publishes the annual Used Car Market Report, the definitive source of data for the used car industry. Manheim Consulting offers a wide range of services including custom analytics, business optimization and macro economic analysis.

Manheim is the online vehicle remarketing leader, connecting buyers and sellers to the world's largest, most comprehensive wholesale marketplace through its extensive in-lane and online offerings. Manheim.com receives nearly 900,000 visits each week.

Additionally, Manheim offers services including reconditioning, certification, inspections, dealer financing, title management and marshaling, among others. Through its wide array of services and technologies, industry publications, customer support and educational offerings, Manheim gives its customers maximum control over how they buy and sell vehicles, helping them to conduct business in the most efficient way possible. In 2010, Manheim handled nearly 10 million used vehicles, facilitating transactions worth more than \$50 billion in value.

Headquartered in Atlanta, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

###