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**OVE.COM HELPS INDEPENDENT PARTNERS DRIVE DOUBLE-DIGIT GROWTH
IN 2011**

2012 Is Off To A Strong Start

ATLANTA – In 2011, independent auction partners turned to OVE.com – the industry’s leading 24/7 Bid or Buy Now wholesale vehicle marketplace – to grow their total sales nearly 25 percent, with dealer sales alone rising nearly 110 percent. These results demonstrate that OVE.com is a valuable buying and selling tool to help partners' sellers drive strong business results.

Partners using OVE.com benefit because Manheim’s suite of digital products allows buyers and sellers to research, bid and buy any auction partner’s vehicles anytime and anywhere from Manheim’s digital channels. These include Manheim.com, the mobile web site, the Manheim app and OVE.com, which collectively had more than 5 million visits per month in 2011. More than 85,000 customers log into Manheim web sites each week, and nearly 70 percent of them use PowerSearch to find the inventory they need, including independent auction inventory. PowerSearch makes it easy for customers to find and purchase vehicles from all auction partners on OVE.com, which allows OVE.com partners to provide more, better and easier ways to transact business.

Partners also gain advantages from Manheim’s mobile web site and the free Manheim app – available on iPhones^{®*}, iPads^{®*}, Android smartphones and tablets. Manheim’s mobile site received more than 2 million visits last year and one out of three Manheim customers uses the mobile web site and apps.

“We’re excited about all of the digital solutions available to our partners, because we know how important it is to help them facilitate the exchange of vehicles between buyers and sellers,” said OVE.com’s director of independent auction relations Glenn O’Leary. “Our goal is to help our partners grow their business even more in 2012, and we’re off to a strong start this year with nearly 45 percent sales growth over last year.”

With access to the industry’s largest marketplace and most comprehensive set of digital tools, it is easy to understand why 140 independent auctions turn to OVE.com to grow their business.

For more information about OVE.com, please contact Glenn O'Leary: 678-645-2253 or glenn.oleary@ove.com.

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About OVE.com (www.ove.com)

OVE.com, Manheim's 24/7 Bid or Buy Now wholesale vehicle marketplace where physical auctions play a central part in its success, is the only marketplace of its kind with a no-questions-asked buy-back guarantee (www.oveoffers.com). OVE.com connects buyers to the leading selection of inventory in the industry while offering them a virtual inventory of more than 25,000 vehicles to help them improve profitability anytime.

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