



Manheim

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MANHEIM'S GREATER NEW ORLEANS AUTO AUCTION ASSISTS IN "REBUILDING THE GULF COAST"

ATLANTA – Manheim's Greater New Orleans Auto Auction in Slidell, La., recently participated in GE Remarketing's Mega-Sale during the location's 13th annual Mardi Gras week and also tied in a "Rebuilding the Gulf Coast" promotion to benefit a local family affected by Hurricane Katrina.

Greater New Orleans' Mardi Gras week sales attracted more than 700 dealers, offered 1,519 units and sold 75 percent. At the Mega-Sale, GE RemarketingTM sold 95 percent of the 150 units offered.

The top five buyers at the Mega-Sale participated in GE Remarketing's "Deal or No Deal" to compete for the grand prize – a GE kitchen set that would be donated in the names of GE Remarketing and DriveTime[®] to Leroy and Germaine Luke, a family selected by Catholic Charities of New Orleans. DriveTime's Chad Vinson of San Antonio, Texas, won the grand prize.

"On behalf of DriveTime, we were excited to be part of such a great program," said Vinson. "It was a good feeling knowing we were giving back to a family who wanted to be home in New Orleans. The city will come back, and this promotion demonstrates the ongoing commitment of everyone involved."

"Our dealers were excited about this promotion and GE's willingness to take part in the recovery efforts," said Mike Browning, general manager of Greater New Orleans. "Catholic Charities couldn't have chosen a more worthy recipient than the Luke family."

Catholic Charities selected the Lukes to receive a GE refrigerator, range and microwave based on Mr. Luke's volunteer efforts. Even though Hurricane Katrina had caused significant flood damage to his family's home, Mr. Luke immediately went to his church and began helping others affected by the disaster.

"This event was a wonderful way for us to get involved in the community and make an immediate, tangible impact on a family such as the Lukes," said Don Secrist, GE Remarketing eastern territory manager. "We are very pleased with the efforts and dedication of the Greater New Orleans team."

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Manheim New Orleans / Page 2

About Manheim

Manheim is the world's leading provider of automotive remarketing services. Through its wholesale auctions and array of technology products, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers realize the full value of their vehicles.

The company's auction services include reconditioning, certification, inspections, dealer financing, transport, title management and marshaling, among others. Manheim is also the leader in remarketing technology, using its online tools to connect buyers and sellers around the globe to the world's largest, most comprehensive wholesale marketplace. In 2006, Manheim handled nearly 10 million used vehicles – and sold more than 5 million – representing more than \$58 billion in value.

Manheim's subsidiary companies provide value-added remarketing products and services, including paintless dent removal (Dent Wizard), Auto Body Repair, and salvage vehicle remarketing (Total Resource Auctions).

A wholly owned subsidiary of Cox Enterprises, Atlanta-based Manheim is a global organization with 32,000 employees at its 145 U.S. and international locations. For more information, visit www.manheim.com.

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