



**FOR IMMEDIATE RELEASE**  
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**CONTACT:** Andrew Maraniss  
McNeely Pigott & Fox  
(615) 259-4000

**THE WHOLESALE INSTITUTE EXTENDS  
SERIES OF FREE SEMINARS**

*Provides Answers to Dealers' Most Pressing Questions About Buying and Selling Online*

**ATLANTA** – Building on positive dealer feedback from its first round of free seminars, The Wholesale Institute (TWI) will hold nine additional workshops across the country from May through September. The next two Wholesale Institute sessions will take place in Las Vegas on May 16 as part of NABD's 2007 Conference and in Nashville on June 4. (A complete schedule of upcoming dates/locations is listed on Page 2.)

Though most used car dealers are comfortable using the power of the Internet on the retail side of their businesses, those same dealers still have many questions about the effectiveness of online sales channels when it comes to buying and selling vehicles in the wholesale market, reported Greg Lubrani, director of Dealer Training for TWI.

The Wholesale Institute, powered by OVE.com and backed by Manheim, provides dealers the opportunity to have their questions answered and learn best practices from other dealers, Lubrani continued.

"Our workshop is designed to help eliminate the fears associated with using today's technology and give dealers step-by-step procedures for buying and selling inventory online," Lubrani said. "Our first few sessions have been well-received, and we're expecting good turnout at our workshops throughout the spring and summer."

Dealers who have attended previous TWI workshops said the lessons they learned in the class will improve the way they do business.

"The greatest take-away from The Wholesale Institute was the confidence I gained in using the Internet to move cars. The workshop was well worth it, and the class was very informative," said Allan Pisarz of Prestige One, Inc., in Scranton, Pa.

"The workshop taught me that I could potentially purchase cars online that are popular in my area at a cheaper price than I could purchase them locally," said Russ Backstrom of Terry Cramer & Sons in Tampa, Fla.

In addition to the May 16 TWI workshop in Las Vegas, Lubrani will also participate in a panel discussion on the used vehicle market May 15 as part of the NABD conference.

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### **THE WHOLESALE INSTITUTE – Upcoming Schedule**

All sessions are offered free of charge to dealers. In addition, at the conclusion of the workshop dealers will have the opportunity to buy vehicles via OVE.com and will have the standard success fee of \$125 waived on all OVE.com purchases. For more information, or to register, visit [www.thewholesaleinstitute.com](http://www.thewholesaleinstitute.com) or call (866) 423-5678.

<b><u>Date</u></b>	<b><u>Location</u></b>
May 16	Las Vegas
June 4	Nashville
June 18	Detroit
June 26	Boston
July 9	Ontario, Calif.
July 30	Milwaukee
Aug. 6	Eatontown, N.J.
Aug. 13	Seattle
Sept. 17	Chicago

### **About OVE.com**

OVE.com ([www.ove.com/info](http://www.ove.com/info)) is the largest virtual marketplace for dealer-to-dealer and commercial consignor business transactions that occur outside of physical wholesale auto auctions. OVE.com provides buyers and sellers with a secure environment in which to conduct business 24 hours a day, seven days a week. The site gives sellers the ability to remarket their vehicles earlier in the remarketing cycle – and throughout the cycle – while buyers are able to see, compare and purchase vehicles without leaving their dealerships. OVE.com is a wholly owned business unit of Manheim. Atlanta-based Manheim, a wholly owned subsidiary of Cox Enterprises, is the world’s leading provider of automotive remarketing services. For more information, visit [www.manheim.com](http://www.manheim.com).

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