



FOR IMMEDIATE RELEASE  
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**MANHEIM AND BOYD CODDINGTON'S COLLECTOR CARS TO HOST  
FIRST-EVER LIVE MANHEIM SIMULCAST AUCTION**

ATLANTA – Manheim's 166 Auto Auction and Boyd Coddington's Collector Cars will host the first-ever live Manheim Simulcast collector car auction on June 1 and 2 at the Ozark Empire Fairgrounds in Springfield, Mo.

Approximately 300 muscle cars, hot rods and collector cars will run through the lane at the sale, including a 1956 Ford F-100 Pickup, a 1924 Cadillac V-8 Phaeton and a 1968 Chevrolet Corvette Convertible. Dealers will have the opportunity to place bids online via Manheim Simulcast – an Internet-based system that allows dealers to buy and sell vehicles online that are moving through live auction lanes.

“To be able to offer these collector cars to customers online is a huge advantage, not only for our team, but also for enthusiasts who can't make it to the sale in person,” said Boyd Coddington. “The use of Manheim Simulcast and Manheim's auction expertise will enable us to reach customers across the country.”

Organizers of the collector car event saw an opportunity to expand the auction to online customers and joined with Manheim's 166 Auto Auction, which will be hosting the Manheim Simulcast aspect of the auction for the sale.

“This is another first for 166 Auto Auction and Manheim,” said Lance Reid, 166 Auto Auction general manager. “It just made sense to introduce Manheim Simulcast technology to a first-ever event like this one. I'm confident that this will be a first-class event and one of many to come.”

Collector car previews will be held May 31 from noon until 6 p.m., and June 1 and 2 from 8 a.m. until 8 p.m. A memorabilia auction will be held June 1 from 12:30 until 1 p.m. and June 2 from 9:30 until 10 a.m. The vehicle auction will be held June 1 from 1 until 6 p.m. and June 2 from 10 a.m. until 8 p.m. Manheim Simulcast will broadcast a live feed of the sale through stationary and handheld cameras for enhanced viewing by dealers online.

Manheim's 166 Auto Auction and Boyd Coddington's Collector Cars will host another collector car sale Nov. 2 and 3 in Springfield.

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## **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](http://www.manheim.com).

## **About Boyd Coddington**

Boyd Coddington Hot Rods was founded in 1978 and is headquartered in La Habra, Calif. Boyd's Hot Rods and custom creations have won the prestigious "America's Most Beautiful Roadster" an unprecedented seven times, the Daimler-Chrysler Design Excellence Award twice, and Coddington has been inducted into the SEMA Hall of Fame, the Grand National Roadster Show Hall of Fame, the National Rod & Custom Museum Hall of Fame, the Route 66 Wall of Fame, the Street Rod Marketing Alliance Hall of Fame, and was voted "Man of the Year" in 1988 by *Hot Rod Magazine*. [www.boydcoddington.com](http://www.boydcoddington.com)

## **About *AMERICAN HOT ROD***

*AMERICAN HOT ROD*, which airs Thursdays from 8 to 9 p.m. Eastern and Pacific time, is one of TLC's hit series that draws over a million fans each week to watch legendary hot rodder Boyd Coddington and his team as they conceptualize, design, build and unveil a continuing lineup of cutting-edge hot rods. *AMERICAN HOT ROD* is a part of *TURBO ON TLC*, the on-air home for *TURBO*, the multiplatform, multimedia destination for Discovery Network's best "motorized" content, from hot rods to supersonic jets and everything in between. [www.boydcoddington.com](http://www.boydcoddington.com)