



FOR IMMEDIATE RELEASE
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**MANHEIM AND AVIS BUDGET GROUP HOST FIRST-EVER
“FLOAT YOUR BOAT” CAMPAIGN**

Creative Campaign Generates Double-digit Increases in Buyers and Units Sold

ATLANTA – Manheim and Avis Budget Group recently teamed up to host the first-ever “Float Your Boat” campaign that awarded a boat to an Avis Budget Group buyer at each of 14 Manheim operating locations. The campaign helped Avis Budget Group achieve double-digit increases in buyers and units sold during the first six months of the year.

“The ‘Float Your Boat’ campaign helped Avis Budget Group drive more sales and bring new buyers into the lanes. All the Manheim locations fully embraced the campaign,” said Todd August, Avis Budget Group director of wholesale operations. “The combination of a consistent national theme, along with unique local efforts, generated buyer interest and made this a solid campaign for everyone.”

The “Float Your Boat” campaign helped lead to a 39 percent increase in buyers and 61 percent increase in units sold for Avis Budget Group from Jan. 1 to June 15, 2007. The promotion featured a boat giveaway at each participating operating location.

“Manheim enjoys working with its customers to identify creative ways to promote its vehicles like the ‘Float Your Boat’ campaign. These types of efforts provide opportunities to showcase the customers’ offerings while helping to drive increased profitability,” said Joann McKay, Manheim executive director, customer relations and strategies.

About Manheim

Manheim is the world’s leading provider of vehicle remarketing services. Through its wholesale operating locations 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 operating location services include reconditioning, certification, inspections, dealer financing, transport, title management and marshaling, among others. Manheim is also the leader in vehicle 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.

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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).

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