



**ONLINE VEHICLE EXCHANGE**

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Contact: Jennifer Poston  
McNeely Pigott & Fox  
(615) 259-4000

**OVE.COM TO IMPLEMENT INDUSTRY'S FIRST  
NATIONAL ONLINE BUY BACK POLICY**

*Policy Gives Customers Added Confidence in OVE.com Purchases*

**ATLANTA** – OVE.com, the largest online wholesale marketplace for dealer-to-dealer and commercial consignor business transactions, announced an industry first at the National Auto Auction Association (NAAA) convention in Chicago. Beginning Oct. 1, OVE.com will implement the OVE.com National Online Buy Back Policy. This policy will allow all OVE.com buyers who purchase a post sale inspection (PSI) to return any vehicle purchased on the site to any Manheim operating location within 14 calendar days of purchase – no questions asked.

“We want our customers to feel confident when purchasing vehicles on OVE.com,” said Jim McKnight, Manheim’s president of Online Solutions. “That’s why we’ve created the first policy in the industry that allows dealers to buy vehicles 24/7 from the comfort of their computers and still ‘kick the tires.’”

Under the new policy, if for any reason a customer is not satisfied with a vehicle purchased on OVE.com, and he or she purchased a PSI, then he or she can return it to any of Manheim’s 90 operating locations across the U.S. and receive a refund for the purchase price of the vehicle\* (see footnote).

“Manheim believes this channel is a safe way for dealers to get the vehicles they need, and this policy proves that commitment,” said Mike Broe, Manheim’s senior vice president of operations.

To qualify for this guarantee, the buying dealer must purchase a PSI at the time of sale. Vehicles must be returned in the same or better condition than when they were purchased. Additional restrictions apply; dealers should call an OVE.com representative at (866) 423-5678 for more information.

Earlier this year, Manheim introduced a new National Return Policy making it possible for a customer to return an arbitratable vehicle to any Manheim operating location, regardless of where the unit was purchased. The National Return Policy paved the way for OVE.com’s new policy.

*(more)*

“Both policies are a part of Manheim’s commitment to making it easier for customers to do business with us,” said McKnight. “Our goal is to make our customers’ interaction with Manheim, whether in lane or online, as easy as possible.”

### **About OVE.com**

OVE.com is the largest virtual marketplace for dealer-to-dealer and commercial consignor business transactions that occur outside of the 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 part of Manheim.

Atlanta-based Manheim, a wholly owned subsidiary of Cox Enterprises, is the world’s leading provider of vehicle remarketing services. For more information, visit [www.manheim.com](http://www.manheim.com).

*\*Purchasing dealer must purchase a PSI from the Manheim operating location at the time of purchase for this policy to be in effect. Purchase price of the vehicle may not exceed \$40,000. The operating location will not refund transaction fees, PSI fees, or any additional costs incurred by the purchasing dealer to include reconditioning or body work, tires, labor, transportation costs or any additional costs associated with the transaction. Vehicle condition at the time of return must be the same or better as when purchased. Refund will only include the purchase price of the vehicle not to exceed 102 percent of MMR. Mileage limits and terms apply. Manheim reserves the right to limit the number of times a purchasing dealer may participate in this promotion. Manheim reserves the right to modify, alter, discontinue or terminate this promotion at any time for any reason whatsoever, with or without notice. If these terms and conditions are not satisfied, Manheim’s current arbitration policy will apply for any and all disputes. Dealers should read entire policy and can call OVE.com customer support at (866) 423-5678 with questions.*

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