



**FOR IMMEDIATE RELEASE**  
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**MANHEIM AND AUTOTRADER PUBLISHING HOST  
FIRST-EVER “GREEN” VEHICLE SALE**

*Designed to Meet Seattle-area Dealers’ Growing Need for Fuel-Efficient Vehicles*

ATLANTA – Manheim and AutoTrader Publishing will co-host the first-of-its-kind “green” vehicle sale on October 10 at Manheim Seattle (previously called South Seattle Auto Auction). The sale is designed to give dealers direct access to fuel-efficient vehicles to help meet the rising demand by their customers for more eco-friendly vehicles.

Fuel-efficient vehicles that get better than 30 mpg, including hybrids, will be offered for sale at the 10-lane facility located in Kent, Washington. “We’re seeing a greater demand for fuel-efficient vehicles from our dealers than ever before. This sale gives our customers convenient access to the inventory they need to address changing remarketing trends,” said Julie Picard, general manager at Manheim Seattle.

The Manheim Seattle team is encouraging dealers to attend the sale and bring vehicles to sell at the auction. Dealers who bring or buy fuel-efficient vehicles will be eligible to participate in a special promotion with *AutoTrader Green*. *AutoTrader Green* was launched in the Seattle Portland area in August 2007 and is planned for expanded distribution this year. The promotion will allow dealers who purchase an ad in *AutoTrader Green* to receive a complimentary service from Manheim Seattle, such as free detailing.

This special sale is in the spirit of Manheim’s “Go Green” initiative and parent company Cox Enterprise Inc.’s “Cox Conserves” program. “Go Green” is a companywide conservation effort designed to reduce overall water dependency and improve processes associated with business operations, including vehicle painting, detailing and waste management. Additionally, Manheim is planning to expand future “green vehicle sales” nationally under a new brand called “Manheim Green.”

“*AutoTrader Green* is committed to dealers and this important segment of the market. We are also thrilled to partner with Manheim to help meet the increasing demand for fuel-efficient vehicles,” said John McCormick, vice president of sales for AutoTrader Publishing.

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*AutoTrader Green*, a product of AutoTrader Publishing, is the nation's only automotive classified publication exclusively dedicated to fuel-efficient vehicles.

### **About AutoTrader Publishing**

AutoTrader Publishing is a leading producer of classified automotive advertising publications. A wholly-owned subsidiary of Cox Auto Trader, the company publishes 341 automobile and light truck titles for a total circulation of 3.5 million per week. AutoTrader Publishing is also a premier provider of online consumer information, garnering 4.2 million unique visitors per month through its companion Web site, AutoExtra.com. AutoTrader Publishing and parent-company Cox Auto Trader are wholly-owned subsidiaries of Atlanta-based Cox Enterprises Inc., one of the nation's leading media companies and providers of automotive services.

### **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.

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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