

# TOTAL RESOURCE AUCTIONS



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## **TOTAL RESOURCE AUCTIONS HOSTS NATIONWIDE HERTZ SUPER SIMULCAST SALES** *Customer Sells Units with Record Number of Online Bids*

ATLANTA – Total Resource Auctions saw record-breaking sales activity during its first two Hertz Super Simulcast Sales. The most recent sale, held October 12, was the second of six nationwide biweekly sales that will be held for Hertz, one of Manheim’s largest customers, this year. The first sale, held September 28, marked the first time Total Resource Auctions hosted a multi-location Manheim Simulcast event for Hertz.

Combined, the Hertz Super Simulcast Sales offered 222 damaged and disabled vehicles, 158 of which were sold. Record-level online activity contributed to the success of the sales, as 97 percent of the vehicles sold were purchased remotely via Manheim Simulcast. Bidders from 21 states placed a record 3,112 bids and 168 proxy bids during the sale.

“We were happy with the results of both sales in terms of percent of units sold and sale price, as well as the ease of selling these units online,” said Joe Alesandro, director of field and car sales maintenance operations for Hertz. “These sales are part of a six-sale test run for Hertz, which for years has kept stringent procedures regarding how we handle and remarket our salvage vehicles.”

The next Hertz Super Simulcast sale is scheduled for October 26. For pre-sale listings for the sales series, visit [www.totalresourceauctions.com](http://www.totalresourceauctions.com).

“The results of both sales indicate a promising future of online selling for Total Resource Auctions,” said Bill Tiedemann, vice president and general manager of Total Resource Auctions. “We had fantastic coordination among all parties involved, and we couldn’t be happier with the outcome of these sales.”

“Because the volume of Hertz’s damaged and disabled inventory is spread across a number of locations, there hasn’t been enough volume to warrant a free-standing sale,”

*(more)*

Alesandro said. “By consolidating the vehicles from various locations in a single online sale, we are able to test the viability of offering all of our salvage inventory via Manheim Simulcast.”

**About Total Resource Auctions**

Total Resource Auctions allows buyers and sellers to securely exchange damaged, inoperative and salvage vehicles at 37 locations throughout the United States and via Web-based products, including Manheim Simulcast. For more information about Total Resource Auctions, go to [www.totalresourceauctions.com](http://www.totalresourceauctions.com).

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