



FOR IMMEDIATE RELEASE
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CONTACT: Andrea Mills
McNeely Pigott & Fox
(615) 259-4000

**MANHEIM HOSTS RECORD-BREAKING SALE FOR
HARLEY-DAVIDSON FINANCIAL SERVICES
Harley-Davidson Financial Services To Offer More Units at Manheim Indianapolis**

ATLANTA – Manheim Daytona Beach sold all of the units offered by Harley-Davidson Financial Services on Oct. 12 at its first Biketoberfest Motorcycle Auction, the auction’s largest motorcycle sale to date.

“We could not have asked for better results from Manheim Daytona Beach,” said Dave Woods, remarketing manager for Harley-Davidson Financial Services. “The team at Manheim Daytona Beach was great to work with, and we look forward to working with Manheim again at upcoming sales.”

Biketoberfest Motorcycle Auction was a record-breaking sale for Manheim Daytona Beach. Harley-Davidson Financial Services sold all 81 units offered at the sale. Several other consignors also participated in the sale, offering 175 total units, 131 of which were sold. Unit selling price at the sale was 102 percent based on NADA Clean Book. Approximately 200 bidders participated in the auction in-lane or online via Manheim Simulcast.

The sale kicked off Biketoberfest, a motorcycle festival that was held from Oct. 18 through Oct 21; the event attracts hundreds of thousands of motorcycle enthusiasts to Daytona Beach.

“This was a special event for our auction, and we were excited to be able to offer a varied selection of motorcycles to the public and our customers and to be a part of Biketoberfest,” said Eric Wagner, general manager for Manheim Daytona Beach. “Our employees went above and beyond to make this sale one for the record book. We appreciate Harley-Davidson Financial Services’ giving us the opportunity to sell their units and the Manheim Specialty Auctions team for their continued efforts.”

Following the success of the Daytona sale, Manheim Indianapolis will host pilot sales for Harley-Davidson Financial Services over the course of four months beginning in November. Approximately 100 units will be offered by Harley-Davidson Financial Services during Manheim Indianapolis’ regularly scheduled PowerSports sales, which will feature a total of 400 units and include Suzuki, Yamaha, Kawasaki and Polaris units from HSBC, ATVs and street bikes from Honda Financial Services, and others. Sales are

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scheduled for the following dates at 9 a.m.:

- Wednesday, Nov. 7
- Wednesday, Dec. 5 (Holiday sale featuring gifts and prizes)
- Wednesday, Jan. 9
- Wednesday, Feb. 6

About Manheim Specialty Auctions

To meet the needs of customers looking for used vehicles other than the traditional automobile, Manheim Specialty Auctions was created. Of Manheim's 91 operating locations in North America, 22 focus on selling specialty units, giving customers access to a high volume of vehicles including boats, RVs, motorcycles and PowerSport units.

By offering dedicated selling opportunities and a full range of services, such as full-service reconditioning, electronic condition reports, certification, marshaling, title management, inspections, vehicle transportation, financing and dealer floor planning, Manheim helps customers realize the full value of their vehicles.

Manheim is a leading technology provider, supplying tools to help customers manage their businesses. Customers can also take advantage of Mobile Specialty Auctions that provide convenient, onsite sales and support at any location in the United States. All vehicles are sold "in-lane" or "online" via Manheim Simulcast and OVE.com. A complete listing of Manheim Specialty Auctions can be found at www.manheim.com.

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).

Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the nation's leading media companies and providers of automotive services.