



FOR IMMEDIATE RELEASE
March 24, 2008

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MANHEIM HOSTS SECOND ANNUAL MOTORCYCLE AUCTION
Daytona Bike Week Event Succeeds with 97 Percent of Vehicles Offered Sold

ATLANTA – Manheim Specialty Auctions teamed up with Bruce Rossmeyer, the world’s largest Harley-Davidson dealer, Harley Davidson Financial Services and HSBC to host a motorcycle auction during Daytona Bike Week held earlier this month, selling 97 percent of offered vehicles. The sale featured 265 bikes, of which 257 were sold, at Bruce Rossmeyer’s Destination Daytona complex near Daytona Beach, Fla.

“This annual event provides a great opportunity for our consignors to reach a large audience during the biggest motorcycle event of the year,” said Eric Wagner, Manheim Daytona general manager. “I am so proud to be part of a great company that has the advanced technology and passion to coordinate such a successful offsite event.”

Bruce Rossmeyer, the visionary owner of Destination Daytona and Bruce Rossmeyer’s Daytona Harley-Davidson, employed Manheim Daytona Beach’s services for the second year for an exclusive, on-site sale. This year’s participants included Harley Davidson Financial Services and HSBC, both selling 100 percent of their units.

“This was our second year teaming up with Manheim during Bike Week, and again it was a great success,” Rossmeyer said. “We were very impressed with the whole operation and pleased with the turnout.”

Rossmeyer will continue to use Manheim Daytona Beach for monthly sales and will host an on-site auction again next year during Bike Week due to this year’s success.

Bidders included 150 participating online via Manheim Simulcast, resulting in the sale of 78 units. Manheim Simulcast allows dealers to participate in the physical auction via the Internet during the sale. Buyers in attendance at the physical site hailed from all over the country.

“These events allow HSBC to offer its repossessed inventory through different remarketing venues while increasing its brand recognition in the power sports industry,” said HSBC remarketing solutions manager Virginia A. Clark. “We would like to offer special thanks to the Manheim Specialty Auction team for its efforts at the Daytona Beach "Bike Week" event and we are looking forward to future partnership opportunities.”

Bruce Rossmeyer’s Destination Daytona is a 150-acre complex located just north of Daytona in Ormond Beach at the intersection of I-95 and U.S. Highway 1.

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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, 17 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 2007, Manheim handled nearly 10 million used vehicles, facilitating transactions representing more than \$59 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.

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