



# Manheim

**FOR IMMEDIATE RELEASE**  
June 12, 2008

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**MANHEIM'S FLORIDA LOCATIONS OFFER DEALERS REDUCED BUY FEE  
WITH "TRUCK WEEK" PROMOTION JUNE 16-20**

*Trucks Purchased at Florida Sales Carry Reduced Buy Fee of \$99*

ATLANTA – With the nation's used car dealers facing challenges from all directions including weak wholesale prices and an abundance of SUVs/trucks on their lots, Manheim is extending a special offer in the form of a "Truck Week" promotion at its 11 locations in Florida from June 16-20.

Trucks and SUVs in specially designated lanes (as listed in the official Black Book Truck, Van & SUV Guide) at Manheim's Florida locations (or via Manheim Simulcast\*) during this promotional period will carry just a \$99 "buy" fee, a discount of more than \$200. Look for designated sale lanes at each location.

"Truck Week" dates and locations are noted below...

**Tuesday, June 17**

Manheim Orlando: 10:00 a.m.  
Manheim Imperial Florida: 4:30 p.m.  
Manheim Fort Lauderdale 9:00 a.m. (Lane 2)

**Wednesday, June 18**

Manheim Central Florida: 9 a.m.  
Manheim Lakeland: 9 a.m.  
Manheim Fort Myers: 4 p.m.  
Manheim Daytona Beach: 4 p.m.

**Thursday, June 19**

Manheim Tampa: 9 a.m.  
Manheim Palm Beach: 12:00 p.m. (Lane 1)  
Manheim Pensacola: 9 a.m.  
Manheim St. Pete: 4 p.m.

"It's no secret that profitability is a challenge for dealers in today's economy," said Jay Cadigan, Manheim's regional vice president, Florida. "Prices are especially soft

for trucks and SUVs, so this sale will reduce dealers' acquisition costs and help them secure the inventory they need to satisfy the demands of their retail customers.”

*\* While Simulcast buyers still enjoy a \$99 buy fee, additional Simulcast premiums still apply. Purchases made on OVE.com are not eligible for this promotion.*

## **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 more than 10 million used vehicles, facilitating transactions representing nearly \$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 global organization with 34,000 employees at its 145 U.S. and international locations. Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the nation's leading media companies and providers of automotive services. For more information, visit [www.manheim.com](http://www.manheim.com).

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