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**NIADA/OVE.COM PARTNERSHIP ALLOWS CERTIFIED MASTER DEALERS
TO JOIN BRANDED SELLER GROUP ON OVE.COM**
-- Branded seller groups give dealer-listed vehicles increased visibility --

ARLINGTON, Texas – The National Independent Automobile Dealers Association (NIADA) and OVE.com announced today a partnership where NIADA’s Certified Master Dealers® (CMDs) will have the opportunity to join a branded seller group on OVE.com. Branded seller groups give dealer-listed vehicles a bump in visibility among the more than 20,000 vehicles for sale daily on the site. CMDs are invited to register for the seller group at no charge; the group will be available July 1.

Any dealer interested in CMD vehicles will be able to log on to OVE.com and purchase from the branded CMD seller group; these vehicles will be easily found by using the “Sellers A-Z” tab on the site’s Buy Page and browsing for NIADA Certified Master Dealers Open.

“The use of online wholesale channels is a crucial component to the success of any dealer, franchised or independent,” said Michael R. Linn, NIADA CEO. “This collaboration with OVE.com allows us to provide our Certified Master Dealers with another useful benefit that can help them increase profitability.”

OVE.com, Manheim’s 24/7 online wholesale marketplace, is the only site of its kind that has entered into partnerships or received endorsements from the top three remarketing industry associations; in addition to the partnership with NIADA, OVE.com is a 20 Group Partner with the National Automobile Dealers Association and is approved by the National Auto Auction Association.

NIADA and Northwood University in Midland, Michigan, collaboratively developed the CMD Program, which awards a Certified Master Dealer certificate upon satisfactory completion of the course and four Continuing Education Units (CEUs) from Northwood. During each four-day CMD session, dealers are taught to apply successful strategies to the following areas of their businesses: Business Management, Merchandising, Financial Management, Human Resources and Business Planning.

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“The use of online wholesale sites is skyrocketing across the industry, and OVE.com has grown 94% over the last year,” said Manheim Online Solutions President Jim McKnight. “To me, it’s evident that independents who want to stay competitive need to be online – specifically with Manheim; that’s why this is a great benefit for NIADA’s Certified Master Dealers.”

All dealers can visit OVE.com at Booth 423 during the NIADA Show June 24-28 in Dallas to learn more. Interested CMDs should contact OVE.com Customer Care to register for the new seller group at no charge: 866-423-5678 or support@ove.com.

Independent dealers who want to become a NIADA Certified Master Dealer should contact Georgia Brown, NIADA Director of Education, at 800-682-3837 or georgia@niada.com. The next CMD courses are August 6-9 and November 20-23 at the Idearc Hotel and Conference Center in Grapevine, Texas.

About OVE.com

OVE.com is Manheim’s 24/7 online wholesale vehicle marketplace with the largest selection of inventory in the industry. OVE.com provides buyers and sellers with a secure environment in which to conduct business 24 hours a day, seven days a week. The site gives sellers the ability to remarket vehicles earlier in the remarketing cycle – and throughout the cycle – while buyers are able to see, compare and purchase vehicles without leaving their dealerships. Manheim is a wholly owned subsidiary of Atlanta-based Cox Enterprises and the world’s leading provider of automotive remarketing services. For more information, visit www.manheim.com.

About NIADA’s Certified Master Dealer® Training Program

NIADA’s Certified Master Dealer® Training Program (CMD) began in 2001, and it has become the core of NIADA’s used motor vehicle dealer training program. Dealers, who have demonstrated their commitment to this industry and who support the principles and ethical business standards that the designation of CMD represents are the leaders who have chosen to become a part of this respected group of professionals. Upon completion of this program, participants can look forward to using new knowledge that will sharpen their business skills and to increasing respect from business associates, customers and peers. During the four-day session, successful strategies in the following areas are addressed: Business Management, Merchandising, Financial Management, Human Resources and Business Planning.

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