



Manheim

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MANHEIM NEW ENGLAND HOSTS “GREEN” VEHICLE SALE

Partners with *AutoTrader Publishing* and *AutoMart* to Offer Dealers Fuel-efficient Vehicles

ATLANTA – Manheim New England teamed up with *AutoTrader Publishing* and *AutoMart* to host a “green” vehicle sale on July 15. The sale was designed to give dealers direct access to fuel-efficient vehicles to help meet the rising demand by their customers for more eco-friendly vehicles.

Of the 70 vehicles consigned, including hybrids from GE, Hertz and Chrysler, 60 were sold during the “green” sale at the 12-lane facility located in North Dighton, Mass.

“We’re seeing a greater demand for fuel-efficient vehicles than ever before, and this sale gave dealers easy access to the inventory their customers are demanding,” said Tim Hoegler, general manager at Manheim New England.

The sale was part of the Recycle and Receive Program, which benefits the Boy Scouts of America Troop #99 of North Dartmouth, Mass. In addition, dealers who purchased a fuel-efficient vehicle were able to place ads for free in *AutoMart* and *AutoTrader* publications.

“The green vehicle sale was the perfect way to help increase awareness of *AutoTrader Publishing* and *AutoMart*. It was also a great way for dealers to increase their visibility by advertising in these publications. Dealers stopped by our table all day long to talk about the impact that we could have on their businesses,” said Bob Ranney, business development manager for *AutoTrader Publishing*.

“This sale is a great way for Manheim New England to better serve our dealers by offering them an easier way to find the fuel-efficient vehicles their customers want,” said Chris Moulding, marketing manager at Manheim New England. “In addition, we get to help out our community by supporting our local Boy Scout troop.”

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This sale supports “Go Green with Manheim,” a companywide, long-term conservation effort that focuses on a variety of areas, including water-based paint, water treatment and conservation, energy management, and alternative energy.

“Go Green with Manheim” was created to support Cox Conserves, a national conservation program led by its parent company, Cox Enterprises, Inc. Cox Conserves aims to further reduce Cox’s total carbon footprint an additional 20 percent by 2017.

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.

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