



# Manheim

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**CONTACT:** Lois Rossi  
Manheim  
(678) 645-2028

## **MANHEIM SOUTHERN CALIFORNIA SETS SPECIALTY SALES RECORD** *Diverse Buyer Mix Help Set All-time Record*

ATLANTA – Manheim Southern California, located in Fontana, Calif., announced that it achieved record Specialty sales in August with more than 450 units sold from marine and RV sales.

Of the 457 RV and marine units offered, 329 were sold. The auction now holds Manheim’s record for RV and marine sales in one month.

“This is a great achievement for Manheim Southern California. We want to thank our team as well as our in-lane and online customers for helping to make this our most successful month ever,” said Todd Strawn, Manheim Southern California assistant general manager.

Success can also be attributed to the diverse buyer group, who purchased units in-lane and online using Simulcast. Nearly half of the auction’s buyers this month participated from other states as well as outside of the United States.

“We are so pleased that our buyers were able to take advantage of this Specialty sale and the many services available to our online and in-lane customers,” said Karen Braddy, Manheim general manager of specialty and heavy truck & equipment auctions. “Our buyers using Simulcast and OVE.com continue to grow and now represent a significant portion of our overall Specialty sales.”

### **About Manheim Specialty Auctions**

Manheim, the largest provider of vehicle remarketing services, began hosting Manheim Specialty auctions to meet the growing needs of customers looking for used vehicles other than the traditional automobile. Today, Manheim offers customers access to 90 locations in North America, with 13 dedicated to selling specialty units including boats, RVs, motorcycles and PowerSports vehicles.

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

Customers can also take advantage of Mobile Specialty auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold “in-lane” or “online” via Manheim Simulcast and OVE.com. A complete list of Manheim Specialty auctions can be found at [www.manheimspecialtyauctions.com](http://www.manheimspecialtyauctions.com).

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