



FOR IMMEDIATE RELEASE
January 15, 2009

Media Contact:

Michele Barnett
OVE.com
(678) 645-2780

Rob Robinson
McNeely Pigott & Fox
(615) 259-4000

**MANHEIM'S AMANDA YOUNG TO LEAD "SHIFT HAPPENS"
WORKSHOPS AT NADA CONVENTION IN NEW ORLEANS**

Sessions Provide Best Practices for Online Wholesale Buying and Selling

ATLANTA — Amanda Young, director of customer relations for Manheim Online Solutions, will lead workshop sessions titled "Shift Happens: How Online Wholesale Sites Can Improve Franchised Dealership Profitability" on Jan. 24, 25 and 26 at the 2009 National Automobile Dealers Association Convention and Expo in New Orleans.

"Technology is rapidly changing how dealers buy and sell cars in-lane and online," said Young. "These workshops will help dealers assess these changes and learn how to adjust and profit in today's online wholesale market."

Young will conduct sessions at 11 a.m. on Saturday, Jan. 24, and Sunday, Jan. 25, and at 10:30 a.m. on Monday, Jan. 26. Dealers who are registered for the NADA Convention are invited to participate. These creative and informative workshops will provide an overview of the entire online wholesale vehicle landscape. Topics to be covered include:

- Recent advances in technology and their effects on the wholesale market
- Online wholesale buying and selling best practices
- Do's and Don'ts for effective online wholesale listings
- Tips to save time and increase efficiency
- What to look for when selecting an online wholesale marketplace

"These sessions are designed to be fun and conversational," said Young. "There's a lot of information covered about where the industry is headed, but it's also an opportunity for dealers to ask questions and share their experiences."

During her career, Young has generated topnotch results in her work at dealerships, auctions and Manheim. She is skilled in hiring and training sales teams and in helping dealers accomplish their sales goals with the help of online tools. Young currently heads up The Wholesale Institute, a traveling workshop that teaches dealers how to use online resources to achieve profit goals. She has worked exclusively with OVE.com, Manheim's 24/7 wholesale marketplace, since 2004.

The 2009 NADA Convention and Expo runs from Saturday, Jan. 24, to Tuesday, Jan. 27, at the Ernest Morial New Orleans Convention Center. See the NADA Convention Web site for more details at <http://expo.nada.org>.

###

About The Wholesale Institute

The Wholesale Institute, powered by Manheim and OVE.com, is a free, traveling workshop designed to assist a dealership in developing "Best Practices" for managing its used vehicle inventory. The workshop helps both independent and franchised dealers create step-by-step procedures for buying inventory online and provides tips on using Manheim's online properties including OVE.com, Manheim.com and Manheim Simulcast. The course also helps dealers eliminate the fear associated with using today's technology. A TWI workshop could be coming to a city near you. More details and the latest course schedule can always be found at www.thewholesaleinstitute.com.