



# Manheim

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**MANHEIM ANNOUNCES ONLINE ENHANCEMENTS  
FOR BUY-HERE, PAY-HERE DEALERS**  
*Improved Online Features Reduce Costs, Save Time*

ATLANTA – Manheim recently launched several new online enhancements for buy-here, pay-here dealers to help them improve profitability and better compete in these tough economic times. For example, dealers may now:

- **Easily share vehicle details with customers:** Dealers are now able to e-mail and print the “Retail View” report of vehicles found on OVE.com. The site’s “Retail View” feature allows dealers to show a car posted on OVE.com to a retail customer by providing a concise report of the car’s features minus the wholesale price and consignor information – the new print and e-mail features make this process even easier.
- **Improve credibility of listings and increase sell-through; make better purchasing decisions:** A new seller disclosure feature has been added to OVE.com that allows dealers listing vehicles on the site to perform a self-inspection to post online with the vehicle if a Manheim condition report does not already exist. This benefits the seller by adding credibility to listings – condition report information is extremely important to online buyers since they are buying a vehicle sight unseen. Buyers also benefit from this new feature; quality listings make online purchasing and research easier.
- **Get vehicles to market faster:** Vehicles can now be uploaded even more easily to “live” status on OVE.com.
- **Get answers in the evenings:** Customer Care hours for OVE.com have been extended to understand customers’ buying needs and help them during later hours.

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- **Enjoy more ways to buy; spend less time monitoring online sales:** The company introduced its Manheim Monday blockbuster online sale event earlier this year and now provides five to 10 Online Event Sales on average each Monday. These are fast-paced, high-volume bidding sales that allow dealers to bid simultaneously on as many vehicles as they need each week and provide them with another way to access the freshest inventory in the industry from respected national sellers – all from the comfort of any computer.

“Transactions on OVE.com and Simulcast in the first quarter of this year increased more than 30 percent over the average quarterly volume of last year. This growth has no doubt been the result of dealers’ finding new ways of sourcing and selling wholesale inventory and including online in the mix,” said Mandy Young, customer relations director of Manheim Online Solutions. “Our buy-here, pay-here customers are always looking for new ways to do business. We hope this trend continues as more of these customers learn about how Manheim can help them improve their businesses.”

In addition to these new online features, the company reports that customers purchasing vehicles during Online Event Sales on Simulcast can now enjoy the confidence of buying under Manheim’s National Online Buy Back Policy. This policy provides a no-questions-asked guarantee that allows dealers to enjoy the convenience of buying wholesale vehicles online and still “kick the tires” of the vehicles they purchase – as long as the dealer meets the terms of the policy and purchases a post-sale inspection.

### **About Manheim Online Solutions**

Manheim is the online leader in the vehicle remarketing industry. Through OVE.com, Manheim Simulcast and Manheim.com, more dealers buy and sell vehicles online than anywhere else. The company has conducted more than 3 million vehicle transactions via the Internet since it first began doing business online in 1996. Manheim is a wholly owned subsidiary of Atlanta-based Cox Enterprises and the world’s largest provider of vehicle remarketing services. For more information, visit [www.manheim.com](http://www.manheim.com).

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