



FOR IMMEDIATE RELEASE

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**MANHEIM CELEBRATES “INDEPENDENTS’ DAY” BY AWARDING
FIVE-STAR TRIPS TO THE WHOLESALE INSTITUTE
FOR TWO LUCKY INDEPENDENT DEALERS**

Dealers can register at TWI's Web site or Manheim's NIADA booth

ATLANTA - Two lucky independent dealers will have more to celebrate than our nation’s independence this July 4. On that date, Manheim’s The Wholesale Institute (TWI) will award each dealer a luxury three-day, two-night stay for two in New Orleans. Also, they will be able to bring home profit-enhancing online wholesale tips that are sure to help improve their businesses long after that vacation glow has passed.

Starting June 23, all independent dealers are invited to visit www.thewholesaleinstitute.com or stop by Manheim’s booth at NIADA (# 719) and register for the TWI Independents' Day Contest. Each winning dealer and one guest will receive five-star treatment during their stay in New Orleans from Sept. 14 – 16 and attend the Sept. 15 TWI workshop.

“Manheim created TWI to give dealers the training they need to increase their profitability through the use of online wholesale tools,” said Amanda Savage (formerly Amanda Young), director of customer relations for Manheim’s Online Solutions. “But, life can’t be all about work. And, times are tough right now. So, we’d like to give some well-deserving independent dealers the chance to recharge the business and the batteries and have a little fun, too.”

Registration will remain open until “Independents’ Day” – July 4 – when two winners will be chosen. No purchase is necessary to enter.

Entrants should read full contest details posted at www.thewholesaleinstitute.com.

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In 2009, TWI will hold 48 sessions across the county – two times the number of sessions held last year – and has already educated more than 700 dealers. TWI sessions are FREE, typically held at Manheim's North American operating locations, and cover a variety of topics and best practices for dealers interested in using online channels. Material covered during the workshop includes tips on making the best use of all Manheim's online tools, including OVE.com, Manheim.com and Manheim Simulcast. TWI shares in-depth buying and selling insights with dealers and teaches them about post-sale inspections, transportation, post-sale follow-up, retailing a virtual unit and more.

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 be found at www.thewholesaleinstitute.com.

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