



Manheim

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CONTACT: Lois Rossi
Manheim Public Relations
(678) 645-2028

**MANHEIM UNVEILS KEY ENHANCEMENTS TO WEB SITE AIMED AT
BUYERS AND SELLERS OF SPECIALTY VEHICLES**

Specialty Web Site Now More Convenient, Educational, Interactive

ATLANTA – Thanks to key enhancements to Manheim’s specialty vehicle Web pages, buyers and sellers of boats, RVs, motorcycles, and Powersports will now have more targeted sales and information at their fingertips to help grow their specialty vehicle business.

Manheim’s general manager of Specialty and Heavy Truck & Equipment Sales, Karen Braddy, today unveiled the enhancements to www.manheimspecialtyauctions.com, changes that were created based on extensive customer feedback.

“Manheim understands that specialty dealers have distinct needs when it comes to buying and selling their vehicles,” said Braddy. “We learned from dealers that having an online resource that was easy to use and offered educational information, as well as industry-specific and targeted sales opportunities across all specialty vehicle categories, was increasingly important.”

Web site enhancements include:

- Dealer Resource Center with background information for customers who are new to the auction process or are looking for tips on how to make the most of their auction experience
- Helpful videos covering topics such as how to buy and sell at auction and how to prepare for an auction visit
- Search capability for all specialty vehicles available through Manheim
- Calendar of upcoming Manheim specialty sales, broken down by sale location and/or type of specialty vehicle (boats, RVs, motorcycles and Powersports) with the ability to synchronize reminders to Outlook
- Current price information for all specialty categories in the form of Market Reports, the only industry source of such information across all specialty categories

Jamie Strasser, owner of Jamie’s Customs (motorcycles) in Big Bend, Wis., said the enhanced Web site is a useful tool because of the importance of having the ability to conduct business online or in the lanes.

“I like having a lot of ways to buy from Manheim,” he said. “I’ll go to a lot of different auctions and also go online to use Simulcast and OVE.com, and I know I can trust them to help me be successful.”

The enhancements to the Web site come at a time when the specialty business is booming.

“As manufacturers reduce their production of new vehicles, an increasing number of dealers are recognizing that the remarketing industry provides a steady flow of high-quality inventory,” said Braddy. “Dealers in the specialty segments are become increasingly comfortable with auctions, and as a result we continue to see double-digit in-lane and online growth in all of our specialty categories.”

In addition to accessing the specialty vehicle Web site directly at www.manheimspecialtyauctions.com, customers can also access it via the “Products” page on Manheim.com.

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 85 locations in North America, with 14 dedicated to selling specialty units including boats, RVs, motorcycles and PowerSports vehicles.

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.

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