



# Manheim

**FOR IMMEDIATE RELEASE**  
August 27, 2009

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

## **MANHEIM INTRODUCES SPECIAL OFFER FOR BUYERS PARTICIPATING IN THE NEW GENERAL MOTORS DEALER LANE PROGRAM**

ATLANTA – From Sept. 1 through Nov. 30, Manheim will offer special incentives for buyers participating in The New General Motors Dealer Lane program. This program, introduced earlier this summer, offers buyers a variety of late model vehicles in an open environment, while providing a dedicated sales channel for GM franchised dealers.

As part of the 90-day promotion, buyers will receive a seven-day buy-back guarantee at no charge. This special offer can be extended to 14 days with the purchase of a post-sale inspection, and qualifying vehicles can be returned to any Manheim location regardless of the original purchase location. These offers are available to buyers both in-lane and online via [Manheim.com](http://Manheim.com).

“The New General Motors Dealer Lane program is important because it provides an efficient way for buyers to find the vehicles they need, while at the same time giving sellers access to a motivated group of buyers,” said Debbie Conrad, executive director of Manheim’s General Motors dealer lane business. “This special promotion supports those efforts by providing an added incentive for dealers to participate in this new program.”

The New General Motors Dealer Lane program was launched to provide designated lanes for GM franchised dealers at all GM/GMAC Manheim sales locations. The New General Motors Dealer Lane sales are open to all buyers and are featured on [Manheim.com](http://Manheim.com).

Along with the dedicated lane, these sales offer a number of other advantages for dealers, including:

- A selection of 2,000-plus vehicle makes and models
- Sales are open to all buying dealers (not just GM), and there are no brand restrictions
- Electronic condition reports, wash and vacuum available on all vehicles
- Every vehicle is available for presale viewing 48 hours before the sale
- Representation on the sales block by a Manheim employee at no charge

“We’ve seen tremendous interest in The New General Motors Dealer Lane since we introduced the program,” said Nick Peluso, Manheim’s senior vice president of customer

management. “Our goal is to make it easy for dealers to get the inventory they need while creating the most robust marketplace possible.”

For more information about The New General Motors Dealer Lane program or the special promotion, visit [www.manheim.com](http://www.manheim.com).

### **About Manheim**

Manheim ([www.manheim.com](http://www.manheim.com)) is the world’s leading provider of vehicle remarketing services. Through its wholesale operating locations and array of technology products, Manheim impacts every stage of a used vehicle’s life cycle, helping commercial sellers and automobile dealers realize the full value of their vehicles.

The company’s operating location services include reconditioning, certification, inspections, dealer financing, transport, title management and marshaling, among others. Manheim is also the leader in vehicle remarketing technology, using its online tools to connect buyers and sellers around the globe to the world’s largest, most comprehensive wholesale marketplace. In 2008, Manheim handled nearly 10 million used vehicles, facilitating transactions representing more than \$50 billion in value.

Manheim’s subsidiary companies provide value-added remarketing products and services, including paintless dent removal (Dent Wizard), Auto Body Repair, and salvage vehicle remarketing (Total Resource Auctions).

Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the nation’s leading media companies and providers of automotive services.

###