



Manheim

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MANHEIM'S AMANDA SAVAGE TO SHARE "SECRETS OF THE MODERN WHOLESALE AUCTION" AT NADA CONFERENCE

Workshops to Provide Dealers Best Practices for Online Wholesale Buying and Selling

ATLANTA – Manheim Online Solutions customer relations director Amanda Savage will present “Secrets of the Modern Wholesale Auction” to attendees of the National Automobile Dealers Association (NADA) conference in Orlando, FL next month. Presented as part of NADA’s “Vehicle Sales – Performance and Profitability” workshop track, Savage will explain how dealers can earn customers’ trust, and will offer tips designed to help dealers understand how a healthy mix of in-lane and online resources can help them maximize profits.

Drawing on her automotive industry experience, which includes a combination of dealership-side and remarketing industry experience, Savage is a valuable resource for dealers looking to introduce online buying and selling strategies to their remarketing programs. In her presentation, she will cover specifics like:

- the value of accurate condition reports,
- best practices for vehicle listings that sell,
- the key benefits of online wholesaling,
- details about online tools like Manheim Simulcast, and how they can effectively dovetail with existing in-lane programs.

“Amanda’s thorough understanding of remarketing from the dealer’s perspective has allowed her to effectively advise me on which tools, both in-lane and online, work best to help me increase my bottom line,” said DiAngelo Brooks, used car director, Duncan Automotive Group. “Given the turmoil the used vehicle industry has been through over the past 12 months, I’d urge every dealer attending the NADA conference to jump on the opportunity to hear what Amanda has to say.”

In addition to her responsibilities with Manheim Online Solutions, Savage serves as head of The Wholesale Institute (TWI), a traveling workshop powered by Manheim that teaches dealers how to use online resources to achieve profit goals. Frequently throughout the year, she takes to the road and hosts TWI seminars for dealers interested in familiarizing themselves and their organizations with the latest online remarketing tools and practices.

NADA attendees interested in registering for the “Secrets of the Modern Wholesale Auction” workshop can do so by visiting expo.nada.org. The workshop will be held at the following times:

Friday, February 12, 2010
1:30 p.m. – 2:45 p.m.

Saturday, February 13, 2010
11:00 a.m. – 12:15 p.m.

Sunday, February 14, 2010
11:00 a.m. – 12:15 p.m.

Dealers interested in participating in a free upcoming TWI workshop are invited to visit The Wholesale Institute online at www.thewholesaleinstitute.com, where they can learn about TWI, view a calendar of upcoming workshops and register to attend.

About Manheim (www.manheim.com)

Manheim is the world's leading provider of vehicle remarketing services. Through its 130 worldwide wholesale operating locations, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles. Drawing from its auction transaction volume, Manheim Consulting publishes the annual Used Car Market Report, the definitive source of data for the used car industry. Manheim Consulting offers a wide range of services including custom analytics, business optimization and macro economic analysis.

Manheim is the online vehicle remarketing leader, connecting buyers and sellers to the world's largest, most comprehensive wholesale marketplace through its extensive in-lane and online offerings. Manheim.com receives nearly 900,000 visitors each week.

Additionally, Manheim offers services including reconditioning, certification, inspections, dealer financing, title management and marshaling, among others. Through its wide array of services and technologies, industry publications, customer support and educational offerings, Manheim gives its customers maximum control over how they buy and sell vehicles, helping them to conduct business in the most efficient way possible. In 2009, Manheim handled nearly 10 million used vehicles, facilitating transactions worth more than \$50 billion in value.

Headquartered in Atlanta, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

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