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## MANHEIM SPECIALTY AUCTIONS ANNOUNCES MAJOR POWERSPORTS OFFERING EXPANSION AT MANHEIM DAYTONA BEACH

Special event sale invites Bike Week-bound customers to ‘power up’ riding season inventory

DAYTONA — Manheim Specialty Auctions has significantly expanded its PowerSports offering at Manheim Daytona Beach with the addition of a 45,000 square-foot facility focused exclusively on motorcycles, all-terrain vehicles (ATV), quad runners and watercraft. Now the largest powersports auction facility in Florida, Manheim added the new location to meet continued growing customer demand for quality pre-owned inventory.

“We are looking forward to introducing both seasoned and first-time customers to the benefits of buying and selling at Manheim Daytona Beach,” said Eric Wagner, General Manager. “Every element of our business, from tools and services to our top-notch team, is focused on helping customers find new ways to power their 2010 bottom line through used inventory management.”

With many powersports industry professionals already conducting business at 2010 Daytona Bike Week (February 27 – March 7), Manheim Daytona Beach is continuing its expansion celebration with a special March 9 event sale. Conveniently scheduled following the conclusion of Bike Week activities, the sale features over 500 motorcycles, including over 200 late-model Harley-Davidson cruisers and tourers from Harley-Davidson Financial Services (HDFS). An extensive collection of metric bikes will also be offered to dealer buyers, as well as additional PowerSports units from dealer consignors.

"Daytona Bike Week is the epicenter of motorcycle culture and a reminder that thousands of enthusiasts are about to get back in the saddle," said Wagner. "What better time to stock up or swap out pre-owned inventory?"

Manheim Daytona Beach hosts sales the second Tuesday of every month. For more information on Manheim Specialty Auctions coming events, including the popular Thursday Thunder Online Event Sales on OVE.com, contact Manheim Daytona Beach (800) 881- 3233 or visit [www.Manheimspecialtyauctions.com](http://www.Manheimspecialtyauctions.com)

## **About Manheim Specialty Auctions**

Manheim, the world's leading provider of vehicle remarketing services, began hosting Manheim Specialty Auctions ([www.manheimspecialtyauctions.com](http://www.manheimspecialtyauctions.com)) 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 20 dedicated to selling Specialty units including Boats, RVs, Motorcycles and PowerSports vehicles.

By offering services such as full-service reconditioning, electronic condition reports, certification, 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.

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

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