



For Immediate Release

Matt Marks,
Executive Director
International Automotive Remarketers Alliance
Mt. Arlington, NJ 07856
Phone: (973) 398-2774

INTERNATIONAL AUTOMOTIVE REMARKETERS ALLIANCE (IARA) LAUNCHES NEW PARTNERSHIP WITH MANHEIM

**As Lead Sponsor, Manheim Will Support IARA's Professional Development
and Grassroots Efforts**

MT. ARLINGTON, N.J – The International Automotive Remarketers Alliance (IARA), a nonprofit organization dedicated to the continuous improvement of the vehicle remarketing industry, announced the launch of a four-year sponsorship agreement with Manheim, the world's leading provider of vehicle remarketing services. The partnership is designed to maximize support for, and interests of vehicle remarketers nationwide.

Effective this month, Manheim will be IARA's lead sponsor and supporter of the organization's professional development and grassroots efforts. Under the agreement, Manheim will draw on its industry expertise to assist IARA in program development, and will provide executives to speak at a wide array of IARA industry events.

"Manheim is committed to doing its part to support ongoing industry education and development," said Lynn Morgan, vice president, Manheim Marketing and Consulting. "By supporting IARA, we believe we can offer resources to IARA members that no other company can provide. We are very excited about this new relationship and look forward to collaborating with IARA on ways to help members and the industry."

Also included in the agreement is IARA access to Manheim Consulting, Manheim's team of automotive strategy consultants and analysts. Manheim Consulting will provide industry expertise and analysis for the development of IARA white papers, conference preparation and other association business.

"We are extremely pleased to have Manheim's support of IARA. Their sponsorship is vitally important to helping our organization drive continued momentum with current members as well

as assist in attracting new ones,” said Matt Marks, executive director, International Automotive Remarketers Alliance. “With Manheim’s involvement, we’ll be able to increase our industry presence, build a stronger organization and take action on vehicle remarketing issues and trends that affect our members.”

About IARA

The IARA is a nonprofit organization composed of remarketing professionals dedicated to the continuous improvement of the vehicle remarketing industry. IARA was created in 2001 in response to a realization by several vehicle remarketing organizations that this multi-billion dollar per year industry had no direct representative organization. The IARA conducts two semi-annual Roundtable industry meetings, one of which is in conjunction with a national remarketing conference.

About Manheim

Manheim (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 2009, Manheim handled nearly 10 million used vehicles, facilitating transactions representing more than \$50 billion in value.