



**FOR IMMEDIATE RELEASE**

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### MANHEIM LAUNCHES MANHEIM DIRECT

*New Wholesale Vehicle Program Shortens Cycle Times and Extends Wholesale Market Reach for Dealers and Commercial Consignors*

ATLANTA – Manheim, the world's leading provider of vehicle remarketing services, today announced the launch of Manheim Direct, a wholesale vehicle program that allows dealers and commercial consignors to sell inventory online without transporting vehicles to Manheim operating locations. Manheim Direct was developed in response to feedback from dealers and commercial consignors looking for ways to improve business efficiencies, while taking advantage of the selling power that Manheim offers. Asbury Automotive Group, Inc., one of the largest automotive retailers in the United States, is one of several dealer groups that have already implemented Manheim Direct.

Asbury's Manheim Direct remarketing solution includes selling vehicles straight off its dealership lots through a broad mix of Manheim remarketing channels. Like other Manheim Direct customers, Asbury's process begins online with closed and open sales, but it can also include in-lane sales when warranted. "By streamlining our process through Manheim Direct, we expect to significantly reduce all expenses associated with shipping and selling cars at brick-and-mortar auctions," said Michael Kearney, chief operating officer, Asbury.

Manheim Direct affords sellers benefits including:

- the ability to list inventory for sale from remote locations, including rental car locations, dealer lots and marshalling yards, eliminating the need to transport inventory to a Manheim operating location for online sale, and
- a Manheim-approved listing service delivered directly to the seller's location that positions inventory for selling success by capturing all the condition information that online buyers demand

"Our customers told us they wanted all the benefits of Manheim delivered direct to their inventory's location," said Sue Boehlke, senior vice president, Manheim Online Solutions and Technology. "Manheim Direct does this by giving dealers and commercial consignors the ability to list inventory from anywhere, helping these sellers reduce days to sell and driving down remarketing costs. These two benefits are good news for buyers, as well. Minimal wait times for consignors to create listings mean that buyers have access to the freshest inventory possible."

"Manheim Direct is helping Asbury facilitate a variety of transaction types, including retail, open wholesale and closed dealer-to-dealer sales within its own dealer network. We expect Asbury to have greater control over its pre-owned vehicle inventory by participating in this program, and to gain

efficiencies throughout its entire remarketing cycle," said Nick Peluso, senior vice president of Customer Management.

Manheim Direct is available to commercial consignors and dealers nationwide. For more information, dealers are encouraged to contact the online manager at their local Manheim operating location. Manheim location contact information can be found at [www.manheim.com](http://www.manheim.com). Commercial consignors should reach out to their account manager in Manheim Customer Management.

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#### **About Manheim ([www.manheim.com](http://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.

#### **About Asbury Automotive Group**

Asbury Automotive Group, Inc. ("Asbury"), headquartered in Duluth, Georgia, a suburb of Atlanta, is one of the largest automotive retailers in the U.S. Built through a combination of organic growth and a series of strategic acquisitions, Asbury currently operates 81 retail auto stores, encompassing 108 franchises for the sale and servicing of 38 different brands of American, European and Asian automobiles. Asbury offers customers an extensive range of automotive products and services, including new and used vehicle sales and related financing and insurance, vehicle maintenance and repair services, replacement parts and service contracts.