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**MANHEIM CELEBRATES “THE ALLURE OF THE AUTOMOBILE”**  
The High Museum of Art’s New Exhibit Spotlights Automotive History and Passion

ATLANTA – The new “Allure of the Automobile” exhibit at the High Museum of Art in Atlanta showcases 18 reasons why cars have inspired passion and created economic growth for over a century. These rare masterworks of automotive design reflect an industry that was built on a heritage of pride, artistic beauty and resilience – qualities that endure, despite the unprecedented business challenges the industry has faced. That’s a view shared by Manheim, a leading provider of used vehicle services, where supporting the automotive industry and its customers has inspired growth and innovation for 65 years.

“The automobile has been a powerful economic engine and cultural barometer in America since Henry Ford set the stage for mass production with the Model T,” said Dean Eisner, President and CEO, Manheim. “Today, an exhibit like ‘Allure of the Automobile’ not only reminds us about a car’s ability to create excitement, but it also reinforces the industry’s vital importance to our local communities and future prosperity.”

The 18 exclusive automobiles featured in “Allure of the Automobile” were destined for a privileged few, including celebrities like Clark Gable and Steve McQueen, and they represent some of the rarest machines in the world. Breathtaking to both automotive and art aficionados, the collection features iconic brands like Aston-Martin, Bugatti, Duesenberg, Ferrari and Porsche. A visit to “Allure of the Automobile” is nothing short of a road trip into the golden age of the automobile.

While these priceless automobiles have endured as objects of beauty, it is the estimated 250 million cars, trucks and SUVs on U.S. roads today that represent the viability, innovation and continued demand for transportation.

“Our company is celebrating 65 years in business this year. I can’t think of a better way to celebrate the history of our company and the vital importance of the auto industry than through this unique exhibit,” said Eisner. “We are extremely proud to be part of this industry and look forward to the innovations we’ll continue to see in the years ahead.”

Manheim has been helping customers build and manage profitable used vehicle operations since 1945. From its early days as a wholesale auto auction to its development of online buying and selling technologies, Manheim has consistently focused on meeting the changing needs of the industry and its customers.

Manheim and AutoTrader Classics are supporting sponsors of the “Allure of the Automobile” exhibit at the High Museum of Art in Atlanta, Georgia that begins on March 21 and runs through June 20, 2010. For more information about this exhibit, go to [www.high.org/autos](http://www.high.org/autos).

### **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 2009, 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 Resources Auctions).

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

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