



FOR IMMEDIATE RELEASE
July 6, 2010

CONTACT: Lois Rossi
lois.rossi@manheim.com
(678) 645-2028

MANHEIM SOUTHERN CALIFORNIA ANNOUNCES MAJOR EXPANSION

Shifts boat, RV, heavy truck and equipment sales to new dedicated Specialty & Heavy Truck & Equipment location

FONTANA, CALIF. — Manheim Southern California has opened a new 25-acre auction facility to better meet the needs of its rapidly expanding Specialty and Heavy Truck & Equipment customer base. The new location, just under a mile from the original facility, is exclusively dedicated to serving the specialized needs of pre-owned boat, RV, and heavy trucks and equipment customers.

“We outgrew our original location during 2009 as a result of ongoing demand for quality Specialty inventory,” says Tim Van Dam, general manager of Manheim Southern California. “Sales are still powering ahead at a significant pace and on average, we now offer more than 250 Specialty units per sale. We feel our facility, supported by a dedicated Manheim Specialty team, is the right solution for our customers.”

Dealers who choose to experience auction excitement live and in person are invited to visit the new facility at 11087 Elm Ave. in Fontana. Manheim Southern California hosts weekly Specialty sales at the new location every Thursday at 9:30 a.m. Each month, boats and RVs are featured on the first Thursday, heavy trucks and equipment on the second Thursday, and RV-only sales are the third Thursday.

“Specialty and heavy truck and equipment dealers continue to face inventory challenges this year, and we’re seeing strong competition for fresh, top-quality units from the 400-plus dealers who participate in our weekly Specialty sales at Manheim Southern California,” said Van Dam. “By dedicating our new location exclusively to boats, RVs, and heavy trucks and equipment, we’re adding more buying and selling opportunities for customers.”

In addition to experiencing the action of a live auction in person, remote bidders and sellers can continue to enjoy the online convenience of Manheim Simulcast and OVE.com, including the weekly Thursday Thunder Online Event Sale. Thursday Thunder allows dealers to take advantage of open bidding on Manheim’s entire nationwide inventory of pre-owned Specialty vehicles without leaving their office.

For more information on upcoming Manheim Specialty and Heavy Truck & Equipment auctions, contact Manheim Southern California (909) 822-2261 or visit 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) 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 17 dedicated to selling Specialty units including Boats, RVs, Motorcycles and PowerSports vehicles.

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

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

###