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**MANHEIM SPECIALTY AUCTIONS INTRODUCES
NEW “PLATINUM RV COLLECTION SALES”**

Two Manheim locations roll out the red carpet for highline RV buyers at new event sales

ATLANTA – Manheim Specialty Auctions has introduced “Platinum RV Collection Sales,” a new opportunity for dealers to exclusively buy top-quality, highline RV units valued at \$75,000 or more. The new monthly sales, currently held at two Manheim locations, are also accessible nationally through Manheim Simulcast. The combination of in-lane and online buying opportunity gives dealers convenient, targeted access to the cream of pre-owned luxury RV inventory, saving them time and hassle in the process.

“We are constantly looking for new ways to improve the auction experience for our customers by listening closely to their unique needs,” said Karen Braddy, general manager, Manheim Specialty and Heavy Truck & Equipment. “Our highline RV buyers and sellers have told us that the diversity of products within the RV category often means they waste valuable time searching for just the right configuration – and that feedback drove the creation of our Platinum program.”

The first Platinum Sale was held at Manheim Lakeland in February of this year, and strong sales results prompted an expansion to Manheim Tucson in June. Based on the success of these sales, additional locations are expected to be added in the coming months, including Manheim Dallas-Ft. Worth.

More than 160 buyers participated in Manheim Tucson’s first sale both in-lane and online via Manheim Simulcast. Commercial consignors, such as Bank of America and GE Money reported blue-ribbon days, with Bank of America selling 100 percent of their inventory.

“Our customers have told us that the key to successful customized sales is having enough specialized inventory to make attendance worthwhile,” said Jeanie Hinz, general manager, Manheim Tucson. “The positive results from our first sale confirm that Manheim is definitely meeting the needs of these buyers.”

Kelly O’Banion, purchasing/pre-owned manager, Motor Home Specialist, located in Alvarado, Texas, agrees that specialized sales save time for everyone. “As a buyer, one benefit of having the Platinum units sold at a separate event is definitely that it takes less time to get to the units you’re interested in buying. My target inventory is late-model units \$100,000 and up, so these events decrease the amount of time that I have to spend away from my lot.”

Sellers also benefit from the targeted marketing, red-carpet presentation and dedicated buyers of Platinum Sales units.

“Manheim understands that there is a unique set of buyers for highline RV units,” said Martin Smith, vice president, remarketing, Bank of America. “When the Platinum units are sold at separate sales, my target buyers from all over the country travel to attend the sales or purchase units online. The higher quality of buyers ensures that I maximize my return.”

Manheim Specialty Auctions’ Platinum RV Collection Sales are hosted monthly at each of the designated locations. Manheim Lakeland hosts its sale the first Tuesday at 2 p.m. and Manheim Tucson presents Platinum RV units the fourth Tuesday at 3 p.m. Transportation options are available for dealers located outside of the normal pick-up area for these locations.

Recreational vehicles have helped Americans pursue the good life on the road for one hundred years, a centennial milestone that the industry is celebrating throughout this year. That makes 2010 the perfect year to introduce discerning customers to a pre-owned luxury RV. For more information about the Manheim Specialty Auctions Platinum RV Collection Sales as well as all RV event sales, please visit www.manheimspecialtyauctions.com and click on the RV tab.



For high resolution files or additional images, please contact Kristen Fraser at kfraser@brandwarepr.com or (770) 649-0880 ext. 308.

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, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

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