



**FOR IMMEDIATE RELEASE**

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**MANHEIM ADDS NEW WELLS FARGO AUTO FINANCE LOCATION IN PHOENIX**

*Dealers now have access to 15 Manheim locations for Wells Fargo Auto Finance inventory*

ATLANTA – Manheim has expanded its partnership with Wells Fargo Auto Finance by adding a new sale at Manheim Phoenix, the 15<sup>th</sup> Manheim location to feature top-notch Wells Fargo Auto Finance inventory. Strong sale results and customer service satisfaction at existing Manheim locations fueled the expansion.

“We chose to grow our partnership with Manheim in Phoenix based on a solid track record of sales success,” said Howard Segal, national remarketing manager, Wells Fargo Auto Finance. “Based on the first month of sales results at the new location, Manheim’s multiple sales channels and customer focus continue to yield a big – and immediate – return on investment.”

Both the inaugural sale at Manheim Phoenix on July 8 and the second sale on July 22 achieved solid results with high sales percentages as well as strong in-lane and online dealer participation.

“We love to be part of a good success story, especially one with continually new chapters like Wells Fargo Auto Finance’s,” said Nick Peluso, senior vice president, customer management, Manheim. “The addition of Manheim Phoenix is a win for everyone – including dealers who benefit from even broader access to pre-owned inventory from one of the leading consignors in the industry.”

Weekly Wells Fargo Auto Finance sales are held at Manheim Phoenix each Thursday at 9:30 a.m. Online buyers are invited to participate via Manheim Simulcast. To learn more about Manheim Phoenix and upcoming sales featuring Wells Fargo Auto Finance inventory, please visit [www.manheim.com](http://www.manheim.com).

**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.

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