



Manheim

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**MANHEIM MILWAUKEE AND LEXUS FINANCIAL SERVICES
HOST DEALER APPRECIATION EVENT**
Special Online Event Sale Honored Top Lexus Dealers

ATLANTA – Manheim Milwaukee and Lexus Financial Services teamed up to thank their loyal dealers with an exclusive Online Event Sale and Dealer Appreciation event at Milwaukee's Harley-Davidson Museum on Aug. 26.

All Lexus franchise dealers, top 100 Lexus buyers, top 50 Toyota buyers and select highline buyers were invited to participate in the event. In addition to access to the special Online Event Sale, guests who attended the half-day event enjoyed an assortment of refreshments, received complimentary museum admission tickets and were invited to a post-sale reception.

“Manheim Milwaukee is one of Lexus’ largest sale locations, so we felt that it would be the perfect time and place to give our top buyers a special opportunity to buy premium inventory,” said Ralph Fisco, national remarketing manager, Lexus Financial Services. “Our business wouldn’t be successful without the support of our dealer network across the nation. We wanted to acknowledge our appreciation of their ongoing commitment and trust in the Lexus brand.”

More than 170 dealers participated in the online event or attended festivities at the museum. Manheim Milwaukee and Lexus Financial Services felt the love in return as 100 percent of the units sold – including almost half to Lexus franchise dealers.

“This was a fun event for both the Manheim team as well as for our fantastic Lexus partners,” said Dennis Worthy, general manager, Manheim Milwaukee. “It allowed us to show some of our top customers how much we value their business. The positive sale results we earned just go to show how much the market appreciates such a fine brand of automobile.”

To learn more about Lexus Financial Services’ Online Event Sales and Manheim Milwaukee’s upcoming auctions, please visit www.manheim.com.

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

About Manheim (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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