



# Manheim

**FOR IMMEDIATE RELEASE**  
Sept. 22, 2010

**CONTACT:** Lois Rossi  
Director Public Relations, Manheim  
(678) 645-2028

## **MANHEIM'S SUE BOEHLKE NAMED ONE OF AUTOMOTIVE NEWS' 100 LEADING WOMEN IN THE NORTH AMERICAN AUTO INDUSTRY**

**ATLANTA** – Sue Boehlke, senior vice president of products and processes at Manheim, has been named one of the *100 Leading Women in the North American Auto Industry*. This distinction is awarded by *Automotive News*, an automotive industry media leader. Boehlke and her peers were recognized during a gala evening reception at Detroit's Max M. Fisher Music Center on Tuesday, Sept. 21.

The executives named to the list of the *100 Leading Women in the North American Auto Industry* represent the most influential professionals within the industry and were selected from more than 300 nominations.

“The Manheim team could not be more proud of Sue’s accomplishments and contributions to our company and the automotive industry,” said Dean Eisner, president and CEO, Manheim. “Sue has an exceptional track record of leading and executing strategic initiatives as well as developing product and technology innovations. These efforts are helping dealers improve the speed, efficiency and profitability of their online remarketing channels. Sue is a passionate advocate for her employees and a mentor and role model for other women in the industry.”

As a member of Manheim’s executive leadership team, Boehlke oversees several different business areas at Manheim. Her teams are tasked with transforming the company’s core business into one that seamlessly incorporates an expanding online strategy with a brick-and-mortar footprint consisting of 130 operating locations worldwide.

During the past year, Boehlke spearheaded new online product launches such as Manheim Direct, a new wholesale vehicle program that saves dealers significant time by letting them sell inventory online without having to transport the vehicles to Manheim operating locations. She also led the introduction of mobile technology for various online dealer tools and resources – including the Manheim Market Report, PowerSearch and Electronic Condition Reports. These industry-leading mobile innovations bring the Manheim experience within reach for dealers anytime, anywhere.

In addition to her distinguished recognition by *Automotive News*, Boehlke also was one of seven women recognized earlier this year by *Auto Remarketing* for her dedication to excellence and commitment to furthering the auto industry.

*Automotive News* published its first listing of the industry's top female executives in 2000 and has since published a new list every five years. The 2010 class of 100 Leading Women represent a range of fields of expertise spanning the automotive industry – from engineering and manufacturing to purchasing, information technology, corporate planning, marketing and others.

“With the recent challenges the automotive industry has experienced, this year’s class of Leading Women is especially noteworthy,” said Keith Crain, editor-in-chief, *Automotive News*. “They have led the way through some difficult years and each one exemplifies the dedication, innovation and determination that has helped keep our industry churning.”

For a complete list of the *100 Leading Women in the North American Automotive Industry*, please visit [www.autonews.com/leadingwomen](http://www.autonews.com/leadingwomen).

**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.

###