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**MANHEIM SPECIALTY AUCTIONS HELPS DEALERS
POWER PROFITS WITH 'AUCTION ESSENTIALS'**

Seminars to begin this fall

ATLANTA— Manheim Specialty Auctions will host “Auction Essentials” seminars at multiple tradeshows this fall. The first seminar was presented at the National RV Dealers Association’s 2010 RV Dealers International Convention/Expo in Las Vegas, Oct. 5-8.

“Manheim Specialty Auctions strives to provide as many educational resources as possible for our dealers,” said Karen Braddy, general manager, Manheim Specialty and Heavy Truck & Equipment. “We presented these ‘Auction Essentials’ at a few private workshops in the past, and the feedback from participating Specialty dealers was extremely positive. We felt that tradeshows would be the next logical place for us to offer this and reach even more dealers who may not be using auctions to their fullest potential.”

The first one-hour seminar will be led by Kevin Cooper, Manheim Specialty Auctions’ national boat and RV manager. As the series’ name implies, each seminar covers several topics spanning key “auction essentials.” These span the range from auction terminology and the auction landscape to buying and selling methods – including how to tap into OVE.com, Manheim’s 24/7 online wholesale vehicle marketplace.

“I’d say the ‘Auction Essentials’ seminar is a must-do event for someone who’s never been to an auction, and it’s also a good reminder session for regular attendees to put on their to-do list annually,” said Jay Williams, Motorcycle Appraiser, Rocky Mount Harley-Davidson. Based out of Rocky Mount, N.C., Williams was an attendee of an earlier workshop this past year.

“Even after years of experience, every time I think I know what a vehicle is worth, I go to an auction and realize I don’t. This type of session is a great way to learn the most recent industry trends and changes,” Williams added.

To ensure dealers get the most out of the experience, the seminars cater to a specific type of dealer audience at each tradeshow. Attendees also will take home a few “auction essentials” in the form of an informational packet, an auction handbook and a USB flash drive featuring pertinent presentation materials to reference after the seminar and share with colleagues.

“The ‘Auction Essentials’ seminars are specifically designed to make dealers comfortable with the dynamic trading floor auctions provide,” said Cooper. “We hope this seminar will teach them how engaging in auctions — both in the lane and online — will help increase their profits.”

Manheim Specialty Auctions also plans to present the “Auction Essentials” seminar at the Recreation Vehicle Industry Association’s National RV Trade Show in Louisville, Ky., Nov. 30 to Dec. 2. For more information about Manheim Specialty Auctions, 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, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

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