



FOR IMMEDIATE RELEASE
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POWERSPORTS EXPERT TO SHARE STRATEGIES FOR NEW-TO-AUCTION BUYERS, SELLERS

ATLANTA— Manheim Specialty Auctions – a leading provider of vehicle remarketing services, including motorcycles and PowerSports – today announced that Kim Miskotten, one of its top PowerSports experts, will offer insider tips that help dealers become more efficient and profitable at auctions. The tips and strategies will be part of the “Powering Profits” track at *PowerSports Business*’ 2nd annual ProfitXcelerator Conference and Expo, or ProfitX, set for Oct. 15-17 in Las Vegas.

WHO: Kim Miskotten, National Motorcycle and PowerSports Manager, Manheim Specialty Auctions

WHAT: ProfitX Educational Session, *A Learning Auction: 9 Crucial Wholesale Tips*

WHEN: Saturday, Oct. 16, 2010, beginning at 11 a.m.

WHERE: Red Rock Resort Casino & Spa, Las Vegas

HOW: To register to attend, visit www.powersportsbusiness.com/psbce

DETAILS: Miskotten will join a panel leading a discussion for new sellers and first-time buyers eager to learn how they can be efficient users of wholesale auctions, securing inventory at competitive prices. Drawing from her 24 years of experience in the auction industry – 12 of which have been in the Motorcycle and PowerSports sector – Miskotten will address how ‘Auctions Give You More:’

- **More buyers:** Auctions give dealers new audiences for their pre-owned inventory
- **More options:** Buyers have multiple channels in-lane and online to preview and buy inventory
- **More confidence:** Buying and selling is easy and secure

“Throughout my career, I’ve held virtually every position at an auction, from title clerk to general manager,” said Miskotten. “I’m excited to share some winning strategies that can help new attendees really make an auction work for their businesses. My experience with buyers and sellers alike through the years also enables Manheim Specialty Auctions to provide for their needs during our own wholesale auctions at a very personal, proactive and professional service level.”

To learn more about Manheim Specialty Auctions, conference attendees can visit booth #205 in the ProfitX Expo Hall, Oct. 15-17, or go to 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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