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THE WHOLESALE INSTITUTE LAUNCHES NEW WEB RESOURCES FOR DEALERS

New website, content and webinars offer free used vehicle buying and selling tips, tools and training

ATLANTA – The Wholesale Institute (TWI), Manheim’s free traveling workshop series that helps dealers achieve profit goals through online wholesaling, has launched a newly designed website, featuring expanded content and advanced online training opportunities. Available at no cost to dealers, these new online resources are located at www.thewholesaleinstitute.com.

Dealers will find the latest industry news and trends, tutorial videos, downloadable how-to buy and sell online guides, demos, answers to frequently asked questions, details about TWI’s upcoming workshops and registration access for the sessions.

“We want TWI to be a dealer’s most compelling and valuable resource for learning the ins, outs and best practices of wholesaling online,” said Mandy Savage, customer relations director, Manheim Online Solutions as well as head of TWI. “We also realize that our dealer audience is transforming. As a new, more tech-savvy generation of dealers becomes more involved in online buying and selling, we want to ensure that Manheim offers them the right mix of tools and education.”

The new website launch coincides with the introduction of a 201-level workshop, designed to further assist and train more seasoned online buyers and sellers. By mid-December, a new webinar will be offered quarterly and will cover more strategic topics, such as “How to Maximize Selling Opportunities” and “Leveraging Social Media in Your Dealership.”

The website improvements were based on feedback from past workshop attendees to ensure that the changes met current customer needs. In addition to more educational tools, the new site offers more direct access to Manheim.com for convenient opportunities to put lessons learned into practice.

“With the rapid growth of online and mobile tools available to dealers today, it’s more important than ever to keep up to speed with new buying and selling strategies and techniques,” added

Savage. “Whether customers are beginners or experienced veterans in the industry, we believe they will be able to gain valuable insight from the resources available on the new TWI site.”

All TWI workshops are led by Savage or Chris Hill, Manheim’s newest TWI instructor. Hill began leading courses in March of this year, and he has already led more than 25 workshops for 700+ customers. In the future Hill will continue to lead TWI’s regular course and will partner with Savage on some of the 201-level webinars.

The first TWI training session was held in 2007. By the end of 2010, Manheim will have hosted more than 175 workshops and educated almost 5,000 dealers. For more information about TWI or to register for a session, dealers are invited to visit the new website at www.thewholesaleinstitute.com.

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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