



Manheim

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**MANHEIM KICKS OFF 2010 HOLIDAY SHOPPING SEASON
WITH SPECIAL THANKSGIVING WEEKEND ONLINE EVENT SALES**

Parade of Deals Set for Nov. 24-29; Ford Motor Co. Sale Includes More Than 2,000 Units

ATLANTA – Tis the season to gear up for holiday shopping, and that includes having the right inventory for gift-givers considering cars and trucks for loved ones! Manheim is ready to meet dealers' needs Nov. 24-29 with multiple special online sales, including a "Buy Now" Holiday Weekend Online Event Sale, presented by Ford Motor Co.

Black Friday will start early for dealers this year, as the Ford Holiday Weekend Online Event Sale begins at 8 a.m. ET on Wednesday, Nov. 24, and ends at 11 p.m. ET on Sunday, Nov. 28. A preview of the more than 2,000 units available during the Ford Motor Co. holiday sale will begin at 2 p.m. on Tuesday, Nov. 23.

"We're happy to host these weekend sales that give our customers a flexible way to bid and buy in advance of the gift-giving season," said Nick Peluso, senior vice president customer management, Manheim. "Whether our customers are at home enjoying the Thanksgiving holiday with family and friends or in the office helping their customers get into a new pre-owned vehicle, we want to provide them easy online access to a fresh supply of inventory."

Simply log in to www.manheim.com to view a large selection of open and closed inventory. Eligible buyers can also take advantage of Ford Credit Signature Plan and Manheim's buy-back guarantee. For complete terms and conditions, visit www2.manheim.com/market_policies or call 1-866-MANHEIM (626-4346).

In addition to the Ford Motor Co. holiday sale, buyers will find quality used vehicles in several other online event weekend sales through Nov. 29 hosted by top-name sellers on Manheim.com, including:

- ARI Fleet
- Avis Early Access
- Avis Budget Group
- Capital One
- Chase
- Chrysler Motors LLC

- Dollar Thrifty Automotive Group
- Enterprise Holdings
- Hertz Direct
- Honda
- Jaguar
- Land Rover
- Mazda
- Mercedes-Benz Financial Services
- Mike Albert Leasing
- Remarketing by G.E.
- Santander
- Toyota Financial Services / Lexus Financial Services
- U.S. Bank
- Volkswagen Credit
- Volvo
- Wells Fargo Auto Finance
- Wells Fargo Dealer Services

For a complete list of all the buying opportunities, click on the Daily Sales calendar on www.manheim.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 visits 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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