



Manheim

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**MANHEIM EXPORTTRADER.COM AND ARAI AUTO AUCTIONS EXPAND
USED CAR MARKET FOR DEALERS IN NORTH AMERICA, JAPAN**

*Exclusive Agreement Brings Manheim ExportTrader.com's Inventory,
Expertise to Arai Auto Auctions' Dealers, Expands Buyer Base for North American Sellers*

ATLANTA – Manheim ExportTrader.com has entered into an agreement with Arai Auto Auctions in Japan to expand the used car market for dealers around the world.

Under this exclusive agreement, Arai Auto Auctions will make the inventory and comprehensive buying and shipping services of Manheim ExportTrader.com available to its global dealer base. As a result, Manheim ExportTrader.com's buyer base will expand to include more than 10,000 active international dealers.

“We are proud to work with Arai Auto Auctions to enhance the growing global used vehicle market,” said Mark Brunn, vice president, international operations, Manheim. “Working together, Arai Auto Auctions and Manheim ExportTrader.com will add value for many international dealers who wish to source vehicles in North America. Manheim ExportTrader.com is committed to providing domestic sellers with a global audience to remarket their vehicles, regardless of geographic distance.”

“Arai Auto Auctions is excited about the opportunity to vastly expand the used vehicle inventory available for our customers,” said Ryozo Arai, president, Arai Shoji Co., Ltd. “Manheim is the leading remarketer in the world, and we are proud to be able to provide our customers with services that are best in class.”

The Manheim ExportTrader.com website has been translated into Japanese, making it easy for Arai Auctions' dealers to navigate and shop among the thousands of listed vehicles from the world's most respected wholesale auto auctions. Once connected with this new source of inventory, Japanese dealers can locate vehicles on the site, then rely on Manheim ExportTrader.com to handle all the details of the sale – from purchase and title transactions to safe and secure delivery of the vehicle to its destination port. Dealers can even finance the vehicle and shipping in many cases.

“We've got the cars, the expertise and the shipping relationships to make buying overseas easy for Japanese dealers,” said Scott Stephens, general manager, Manheim ExportTrader.com. “This is a significant advantage for both businesses. Arai Auto Auctions is able to offer its dealers new

value-added services, and Manheim ExportTrader.com sellers can expect thousands of new dealers looking at their vehicles as a result of this relationship.”

About Arai Auto Auctions (www.arai-group.co.jp/en/auction.htm)

Arai Auto Auctions is a division of Arai Shoji Co., Ltd. Arai Auto Auctions hosts 2,500 buyers and sellers weekly in four locations, totaling over 360,000 vehicles annually and 28,200 registered members.

Arai Auto Auctions handles a wide range of business sales, used car purchasing, and import and export vehicles and is a leader in the Japanese auction industry. Arai Auto Auctions has furthered growth by developing an Internet-based car auction that will allow for online browsing, bidding and sales.

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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