



Manheim

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MANHEIM PRAISES NAAA'S NATIONAL CERTIFICATION STANDARDS
*Standards Part of Company's Objective to Ensure Consistency,
Build Trust and Confidence with Buyers, Sellers*

ATLANTA – Manheim's leadership team today signaled their full support for the National Auto Auction Association (NAAA) and its National Certification Standard (NCS) Program, set to debut Jan. 1, 2011.

David Munnikhuisen, vice president, strategic initiatives, said Manheim intends to fully adopt the standards, which create for the first time a uniform system for the wholesale certification of used vehicles traded at NAAA member auctions. Munnikhuisen also is a member of the NAAA committee that will monitor the performance of the NCS program throughout the country.

"Everyone wins with the implementation of these easy-to-use certification standards," Munnikhuisen said. "By scoring vehicles according to carefully selected criteria, auctions will ensure buyers and sellers have a clear method for comparing inventory anywhere or anytime, whether it's in-lane or online."

"Manheim will be fully ready to implement the new certification standards," he said. "This new level of transparency only serves to promote more trust and confidence among auctions, buyers and sellers. It's beneficial to our industry and our customers."

Using the new NCS program, vehicles will be scored on such things as exterior condition, mechanical operation, mileage and other criteria. Their score will determine if vehicles fall into one of three tiers or condition levels:

- **Platinum:** Exceptional overall cosmetic and mechanical conditioning; the highest quality vehicle
- **Gold:** Cosmetically and mechanically sound overall; very good condition for model year and mileage
- **Silver:** Primarily a mechanical guarantee with some minimal cosmetic issues; average condition for model year and mileage

Mike Broe, executive vice president, U.S. Operations, Manheim, said wholesale certification can be confusing for dealers who buy used vehicles at auctions, because some sellers have their own

certification criteria. What may pass for one auction's gold standard may not measure up to the gold standard of others. "The NCS program removes any ambiguities," said Broe. "By setting the bar with 48 standard criteria and three certification levels, a buyer now will have good idea about what they're buying at auction."

"This is critical, since today's auctions provide buyers and sellers with inventory options around the clock," Broe said. "When you buy something new online, you know what you're getting. But when you buy something used, you need pictures, you need a comfort level that you're getting a vehicle as advertised. I'm proud that NAAA and our industry as a whole have stepped up to standardize this process for everyone's benefit."

Manheim's adoption of the standards remains in line with its mission to make the remarketing process as seamless as possible for its customers by ensuring accuracy and consistency across all physical locations and online channels.

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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