



Manheim

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**NO GRINCHES HERE: MANHEIM HELPS DEALERS
GET IN THE HOLIDAY SPIRIT WITH ONLINE EVENT SALES**

Take Advantage of Special Deals Dec. 18 - Jan. 4; Ford Motor Co. Sale Includes 3,000 Units

ATLANTA – Beginning Dec. 18, Manheim will help dealers make the most of their hectic holiday schedules with a series of online event sales, featuring a Year End Online Event Sale presented by Ford Motor Co., a special offer on fees from Hertz and more than 1,000 units offered by Toyota.

The year-end festivities include Ford Motor Co.'s largest event of the year, which begins at 1 p.m. ET Thursday, Dec. 23, and ends at 11 p.m. ET Sunday, Jan. 2. A preview of the more than 3,000 units available during the Ford Year End Online Event Sale begins at 8 a.m. ET Dec. 23. Eligible buyers can also enjoy the benefits of the Ford Credit Signature Plan. An additional 425 units are also expected to be included within this year-end sale from Jaguar, Land Rover, Mazda and Volvo.

Hertz also has announced it will waive all buy fees for dealers placing bids during a special two-week sale series featuring approximately 1,500 units. The discount applies to both daily and weekend sales Dec. 18-31. Hertz auctions are held Tuesday through Friday, 1-3 p.m. ET, and on weekends from Saturday until Monday, ending at 3 p.m. ET.

Toyota will also target holiday shoppers with two separate weekend event sales featuring 1,000 units. As part of this event, buyers have an opportunity to win an Apple iPad® – one of the hottest gifts for 2010 – during the weekends of Dec. 25 and Jan. 1. Toyota Financial Services and Lexus Financial Services will have a drawing for one iPad at each participating full-service location.

“As the holiday season becomes busy and a lot of demands are placed on dealers’ time, we’ve found these special event sales give them a flexible way to bid and buy online, wherever they may be,” said Nick Peluso, senior vice president customer management, Manheim. “Our goal is to provide dealers easy online access to a fresh supply of inventory as they prepare to restock after the holidays and kick off the New Year with special deals for their own customers.”

In addition to the Ford Motor Co., Jaguar, Land Rover, Mazda and Volvo year-end sales, Hertz’s special offer, and Toyota’s offering of inventory, buyers will find quality used vehicles in several other Online Event Sales through the beginning of 2011. Simply log in to www.manheim.com to view a large selection of open and closed inventory from top-name sellers, including:

- ARI Fleet
- Avis Early Access
- Avis Budget Group
- Capital One
- Chase
- Chrysler Motors LLC
- Dollar Thrifty Automotive Group
- Enterprise Holdings
- Honda
- Mercedes-Benz Financial Services
- Mike Albert Leasing
- Remarketing by G.E.
- U.S. Bank
- Volkswagen Credit
- Wells Fargo Auto Finance
- Wells Fargo Dealer Services

Eligible buyers can also take advantage of Manheim's buy-back guarantee. For complete terms and conditions, visit www2.manheim.com/market_policies or call 1-866-MANHEIM (626-4346). 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.