



Manheim

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Hyundai Names Manheim Location Auction of the Year

Manheim Pennsylvania's Outstanding Performance Recognized by Hyundai Motor America

ATLANTA – Hyundai Motor America recently named Manheim Pennsylvania its 2010 Auction of the Year. Throughout a decade of partnership, Hyundai and Manheim Pennsylvania have collaborated extensively in support of new technology, operational improvements and with OVE.com strategies.

Manheim Pennsylvania, one of 17 Hyundai affiliated auctions, was recognized for providing the highest residual values, quality and customer service throughout the entire auction process. The auction sold nearly 4,500 fleet, company and buyback vehicles for Hyundai Motor America in 2010.

“Manheim Pennsylvania and its staff showed outstanding performance ranging from administration and reconditioning to marketing and servicing its dealer body,” said George Koditek, fleet remarketing manager, Hyundai Motor America. “The competition was close between Hyundai’s 17 auction partners who each year help support Hyundai’s fleet and remarketing efforts of generating higher residuals and improved efficiencies. Congratulations to Manheim Pennsylvania and its staff.”

“We have enjoyed a 10-year partnership with Hyundai Motor America and are honored to share this achievement with them,” said Tim Van Dam, vice president and general manager, Manheim Pennsylvania. “I attribute our success to the hard working team at Manheim Pennsylvania for their dedication and commitment to demonstrating remarketing excellence. They take great pride in providing the best service possible to Hyundai and all of our customers, and this honor is a significant accomplishment.”

Koditek presented Manheim Pennsylvania the award Feb. 4, prior to the start of Hyundai Motor America’s weekly closed sale.

About Hyundai Motor America

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through almost 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program which now includes the 5-year/60,000 mile fully transferable bumper-to-bumper warranty, Hyundai’s 10-year/100,000 mile powertrain warranty and 5-year complimentary Roadside Assistance in addition to the highly

acclaimed vehicle return policy introduced in early 2009. For more details on Hyundai Assurance, please visit www.HyundaiAssurance.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 2010, 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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