



FOR IMMEDIATE RELEASE

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CONTACT: Lois Rossi

Director Public Relations, Manheim
(678) 645-2028

**MANHEIM SPECIALTY AND HEAVY TRUCK & EQUIPMENT AUCTIONS
MEET DEALER NEEDS WITH DEDICATED LOCATIONS**

*High-volume Boat, RV and Heavy Truck & Equipment sales shift
to two convenient Georgia locations*

ATLANTA – Two Manheim Specialty and Heavy Truck & Equipment operating locations have consolidated inventory in Atlanta, Ga. Manheim Georgia now features Manheim Specialty Boat and RV sales, and Manheim Metro Atlanta has been designated as the Georgia location for Heavy Truck & Equipment inventory.

Both locations celebrated with new sales, including a grand re-opening sale at Manheim Metro Atlanta last month. The grand re-opening sale drew more than 60 buyers in-lane and 100 buyers online who bought more than 60 percent of the available units. The next Heavy Truck & Equipment sale at Manheim Metro Atlanta will be on Wednesday, March 16 at 9:30 a.m. Boat and RV dealers are invited to participate at Manheim Georgia's next sale on April 5 at 1:30 p.m.

There are many differences between buying and selling Boats, RVs, Motorcycles, PowerSports and Heavy Truck & Equipment units when compared with passenger cars and trucks. To meet customer needs, Manheim now offers 16 Manheim Specialty locations and 13 Manheim Heavy Truck & Equipment locations, all featuring dedicated sales and service specialists who understand the unique needs of these customers.

“We take great pride in delivering an unmatched experience to Manheim Specialty and Heavy Truck & Equipment customers,” said Karen Braddy, general manager of Manheim Specialty and Heavy Truck & Equipment. “Our dedicated operating locations offer instant access to the cream-of-the-crop in quality inventory, volume and sales results, as well as access to our support teams who really ‘get’ these unique marketplaces.”

The growth of Manheim's dedicated Specialty and Heavy Truck & Equipment sales locations has also fueled a significant increase in the percentage of customers who do business online. “When customers buy and sell in an environment focused exclusively on their industry, they're more likely to trust the process,” said Braddy. “The proof is in the numbers: Last year, 41 percent of all Specialty units sold at a dedicated Specialty location were sold online, compared to 27 percent at locations without dedicated staffs and sales.”

Manheim Specialty locations include: Central California, Dallas-Ft. Worth, Daytona Beach, Georgia, Indianapolis, Kansas City, Lakeland, Milwaukee, Minneapolis, Missouri, New York, Pensacola, Southern California, Statesville, Tucson and Utah.

Manheim Heavy Truck & Equipment locations include: Arizona, Central California, Dallas-Ft. Worth, Ft. Wayne, Harrisonburg, Imperial Florida, Metro Atlanta, Milwaukee, Minneapolis, Ohio, Southern California, St. Louis and Toronto.

For more information on buying or selling at Manheim Specialty and Heavy Truck & Equipment's dedicated locations, please visit www.manheimspecialtyauctions.com or www.manheimheavytruckauctions.com. For up-to-the minute news and information, please follow us on Twitter at @ManheimSpclty or @ManheimHTandEq.

About Manheim Specialty Auctions

Manheim, the world's leading provider of vehicle remarketing services, began hosting Manheim Specialty Auctions (www.manheimspecialtyauctions.com) to meet the growing needs of customers looking for used inventory other than the traditional automobile. Today, Manheim offers customers access to 85 locations in North America, with 16 dedicated to selling Specialty units including Boats, RVs, Motorcycles and PowerSports units.

By offering services such as full-service reconditioning, electronic condition reports, certification, distribution centers, title management, inspections, vehicle transportation, financing and dealer floor planning, Manheim helps customers realize the full value of their vehicles.

Customers can also take advantage of Mobile Specialty auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold "in-lane" or "online" via Manheim Simulcast and OVE.com.

Headquartered in Atlanta, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

About Manheim Heavy Truck & Equipment Auctions

Manheim, the largest provider of vehicle remarketing services, began hosting Heavy Truck & Equipment auctions to meet the growing needs of customers looking for used inventory other than the traditional automobile. Today, Manheim offers customers access to 85 locations in

North America, with 13 dedicated to selling medium-duty to heavy-duty trucks and equipment consisting of tractor-trailers, box trucks, vehicle transporters, construction equipment and agricultural equipment.

By offering services such as full-service reconditioning, electronic condition reports, distribution centers, title management, inspections, vehicle transportation and dealer floor planning, Manheim is helping customers realize the full value of their vehicles.

Customers can also take advantage of Mobile Heavy Truck and Equipment auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold “in-lane” or “online” via Manheim Simulcast and OVE.com. A complete list of Manheim Heavy Truck and Equipment auctions can be found at www.manheimheavytruckauctions.com.

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