



FOR IMMEDIATE RELEASE

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**MANHEIM SPECIALTY SPONSORS MOTORCYCLE INDUSTRY COUNCIL'S
REVIVE YOUR RIDE! CAMPAIGN**

*Campaign Encourages Riders to Visit Local Dealers, Enter Giveaway
for Product Prize Packages and Cash Awards*

ATLANTA — Manheim Specialty is gearing up to kick start the spring riding season by participating in the second annual *Revive Your Ride!* WIN BIG Spring Giveaway, running from April 15 through June 30.

Revive Your Ride!, the motorcycle industry's first-ever collective promotional campaign, began in 2010 to build excitement for two-wheeling and to bring the riding community back to motorcycle, ATV, ROV/UTV, service and aftermarket retailers. The campaign is spearheaded by the Motorcycle Industry Council's (MIC) aftermarket members and costs only \$25 for retailers to participate.

"When dealers are strong, the industry is strong," said Karen Braddy, general manager, Manheim Specialty. "As the campaign's first auction partner, Manheim Specialty is excited to support and help invigorate sales in the motorcycle industry by participating in the *Revive Your Ride!* initiative. It makes perfect sense for us all to work together to help drive riders to dealerships to upgrade their motorcycles and gear in this tough economic climate."

With the rally call "Now is the time to ride," the *Revive Your Ride!* WIN BIG Spring Giveaway offers consumers the chance to win one of 50 prize packages or generous cash awards. Manheim Specialty is one of many MIC members contributing to this year's promotion with its donation of an Apple iPad®.

"We're proud to include Manheim Specialty among the sponsors of this year's WIN BIG Spring Giveaway," said Frank Esposito, member, MIC Board of Directors, and chair, Aftermarket Committee. "Last year's promotion was a huge success, creating excitement about riding and bringing new and existing customers back into dealerships. This year, we anticipate that it will drive tens of thousands of consumers into motorcycle and powersports retailers across the country."

This year's *Revive Your Ride!* WIN BIG Spring Giveaway grand prize is a \$5,000 prepaid MasterCard. Eleven other lucky winners will be awarded prepaid cards ranging from \$100 to

\$2,000. All prepaid cards must be spent on powersports equipment or services at participating motorcycle or aftermarket retailers.

In addition to the cash prizes, customers have a chance to win one of 38 product prize packages which include more than 100 products donated by MIC member companies. The prize packages range from leather jackets and helmets to windscreens, motorcycle lifts, exhaust systems, battery chargers and gift certificates. For the complete list of prize packages, visit www.mic.org/reviveyourride.

To enter the *Revive Your Ride!* WIN BIG Spring Giveaway, customers simply visit a participating retailer and pick up an entry card. Each entry card has a unique number which must be used to validate the entry. Customers can enter online beginning April 15 at www.reviveyourride.org.

Dealers are invited to participate by simply ordering a promotion kit for \$20, plus \$5 for shipping. Retailers can sign up to participate at www.mic.org/reviveyourride. Questions can be sent to RYR@mic.org.

About The Motorcycle Industry Council

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, and activities surrounding technical and regulatory issues. As a not-for-profit, national industry association, MIC seeks to support motorcyclists by representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV/ROV parts and accessories, and members of allied trades such as insurance, finance and investment firms, media companies and consultants.

The MIC is headquartered in Irvine, Calif., with a government relations office near Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at www.mic.org.

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.

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