



Manheim

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*****Media Alert*****

MANHEIM EXPERTS SHARE INDUSTRY INSIGHTS AT THE 2011 NATIONAL BUY HERE, PAY HERE CONFERENCE

ATLANTA – For more than a decade, Manheim has supported the National Alliance of Buy Here, Pay Here Dealers (NABD), and the company’s commitment will continue at this year’s national conference in Las Vegas, May 18-20.

Four of Manheim’s leading industry experts will provide insight on a range of subjects, including the shifting marketplace, floor planning, social media and mobile technology. Each presentation or panel will offer ways independent dealers can succeed in the changing remarketing industry.

“I find the BHPH segment of our industry quite fascinating,” said Tom Webb, chief economist, Manheim Consulting. As the industry continues to evolve, BHPH operators must master three disciplines – the automotive business, collections and customer service – in order to succeed. Conferences like this offer insight into these areas and other real-life issues at hand such as the cost of inventory and reduced vehicle supplies that will be useful in their day-to-day operations.”

Between networking with peers and touring the expo floor, attendees can learn the latest best practices from the following industry experts:

- **Tom Webb** will present *Understanding the BHPH Marketplace* on May 18 from 1:15-2:00 p.m. Webb will offer attendees a snapshot of the current BHPH marketplace, touching on dealers’ search for the three Cs – cars, capital and customers, as well as focusing on the current cost of inventory. Webb has been a participant at NABD for nearly 10 years.
- **Kathy Decker**, group vice president for Manheim Financial Services will participate in the *Capital Markets* panel on May 19 from 2:00-3:00 p.m. Decker will focus on the various options and benefits of floor planning for independent dealers.
- **Donald Foy**, executive director of the Manheim Drive Center, will present *Social Media Strategies* on May 19 from 3:00-3:45 p.m. This session will cover the latest on automotive-related social media and teach attendees how to gather more customers online, which results in selling more vehicles.

- **Amy Mills**, senior director, online product management at Manheim, will participate on a panel called *Mobile Technology is Your Future* on May 19 from 4:00-4:45 p.m. This session will offer BHPH dealers insight on the mobile tools and features they can expect to see in the remarketing industry in the future as well as tips for how to make the most of today's mobile technology.

To learn more about Manheim, conference attendees can visit Booth #707 in the NABD Expo Hall, May 18-20.

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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