



Manheim

CANADA

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CONTACT: Josie Donehoo
Director of Marketing, Manheim Canada
(678) 645-2124

QUEBEC DEALERS TO BENEFIT FROM MANHEIM CANADA/LAR AGREEMENT

*North America's leading vehicle remarketer and largest auto dealer cooperative
join forces in exclusive promotion*

MISSISSAUGA – Manheim Canada, part of the world's leading provider of vehicle remarketing services, today announced a promotional partnership with Leader Auto Resources LAR Inc., North America's largest automobile dealer cooperative.

As part of a pilot program, Manheim is offering promotional rates on auction services at Manheim Montreal to LAR's dealer owners in the Province of Quebec. By tapping into the buying and selling power of Manheim Montreal, LAR's dealer owners will have the opportunity to further increase revenue and profit at their dealerships.

“This is a significant partnership for Manheim Canada and a natural fit for LAR as it expands its service offering to its dealer owners,” said Jay Van Leeuwen, director of marketing and dealer services, Manheim Canada. “Both of our organizations have a long history of providing outstanding services and value to the dealer community. By joining forces with LAR, we will be able to leverage their relationships to build awareness of and share some great benefits with dealers in this important market.”

LAR has 900 dealer owners, primarily new franchised stores, in the Province of Quebec. These dealers will have the opportunity to take advantage of discounted rates on buy and sell fees, reconditioning services and pre- and post-sale inspections at Manheim Montreal. An eight-lane auto auction, Manheim Montreal offers a full range of remarketing services including online buying and selling via OVE.com and Manheim Simulcast, along with Manheim Direct, which allows dealers to sell from their lots.

“We're excited about this partnership with Manheim Canada as it allows us to offer our dealer owners a new range of value-added services for their dealerships,” said Claude Dauphinais, national manager for LAR. “By tapping into the buying and selling power of Manheim, our dealer owners will gain access to unparalleled sales channels in the vehicle remarketing industry – both in-lane and online – for their inventory.”

About LAR

Leader Auto Resources LAR Inc. is North America's largest automobile dealer cooperative. The company commenced operations in late 1979 in the Province of Quebec providing automotive supplies and services to a handful of car dealers. As the automotive industry has grown and evolved, LAR has kept pace with a steady expansion in goods, services and facilities. Today, LAR carries on business in Ontario, Quebec, the Atlantic Provinces, Massachusetts, New York, Connecticut, New Hampshire, Rhode Island and Vermont with more than 1,400 dealer members.

About Manheim Canada

Manheim has been serving Canadian wholesale vehicle buyers and sellers for more than 26 years. Headquartered in Mississauga, Ontario, Manheim Canada has five operating locations and hosts more than 40 inlane and online auctions each month. Manheim Canada is part of Manheim (www.manheim.com), the world's leading provider of vehicle remarketing services. Through its wholesale operating locations and array of technology products, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles.

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.

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