



# Manheim

**FOR IMMEDIATE RELEASE**

June 14, 2011

**CONTACT:** Lois Rossi

Sr. Director, Corporate Communications  
(678) 645-2028

**PRESTIGE MANAGEMENT SERVICES DOUBLES  
ONLINE EVENT SALES ON OVE.COM**

*Dealer Group To Offer Weekly Online Event Sales Beginning June 8*

**ATLANTA** – To meet customer demand, Prestige Management Services will expand its partnership with OVE.com, Manheim’s 24/7 bid or buy now wholesale vehicle marketplace, by doubling the number of online sales it hosts each month. Previously, the online sales were held every other week; beginning Wednesday, June 8, buyers seeking premium Prestige Management Services inventory will be able to shop weekly via OVE.com.

All sales will be held on Wednesdays from 3 to 5 p.m. ET. Inventory previews for each sale will begin at 3 p.m. ET the Friday before the sale. Buyers are encouraged to take advantage of the long preview period to prep for the short sale windows each week.

“Our buyers have told us it’s important for them to have a consistent flow of fresh inventory available to purchase,” said Chris Turner, vice president, Prestige Management Services. “By expanding our OVE.com sales to every week, we hope to get our cars to market faster and meet the growing demands of our loyal customers.”

Prestige Management Services already has more than 1,300 sales year-to-date on OVE.com and has enjoyed a 200 percent increase in sales year-over-year as of June. The dealer group anticipates that the increase to weekly online sales will improve its sales percentage, which is currently almost 85 percent, during the second half of the year.

“For the last few years, we’ve watched the Prestige group price aggressively, counter bids and take all reasonable offers on their OVE.com units,” said Joe George, group vice president, Manheim Digital. “This strategy has paid dividends and has earned them the title of industry leader for online dealer sales. We look forward to working with Prestige more frequently and providing our online buyers the top-tier customer service and inventory we know Prestige will offer each week.”

A 40-year-old company based in Paramus, N.J., Prestige Management Services operates six franchised stores at seven locations in Bergen County, N.J. Prestige Management Services was OVE.com’s top volume dealer seller group in 2010.

**About Manheim ([www.manheim.com](http://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.

###