



# Manheim

**FOR IMMEDIATE RELEASE**

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## **BMW AND MANHEIM PARTNER TO OPEN NEW COMPANY CAR CENTER AND MANHEIM GREER DISTRIBUTION AND VEHICLE PROCESSING CENTER**

**ATLANTA** – This week, BMW and Manheim partnered to open Manheim Greer, a state-of-the-art BMW company car distribution and processing center, which is located on 12.4 acres on the BMW Spartanburg assembly plant. The more than 20,000 sq.-ft. facility is exclusively dedicated to focus on the delivery, reconditioning and redistribution of BMW's company car fleet. Inaugural sales were conducted on June 21 with a grand opening event for employees held today.

“This move represents a groundbreaking advance in the long-standing relationship between BMW of North America, BMW Financial Services and Manheim,” said Sandy Schwartz, president of Manheim. “We consider BMW an innovator, as they are always willing to explore and test new products and technology.”

The facility is equipped for wash and detailing, and certified inspectors use Manheim's AutoGrade InSight electronic condition reporting tool to perform a thorough inspection of all vehicles. Automated photographic vehicle images are taken and posted online at OVE.com and offered via real-time Simulcast or online event sales at BMW/Manheim sales locations. Vehicles will be securely held onsite until ready for transport pickup. Mechanical work will be performed at the BMW Performance Center, located minutes away from the facility. Employees for both companies are onsite to help manage the process.

“This new facility leverages Manheim's technologies while increasing operational efficiencies for us,” said Josef Kerscher, president of BMW Manufacturing Co. “This allows a simpler, faster and better experience for our associates and dealers.”

In May 2009, BMW and Manheim opened a similar company car distribution and processing center in New Jersey, close to BMW of North America's Corporate Headquarters in Woodcliff Lake, N.J. Approximately 3,000 vehicles a year are remarketed out of the New Jersey facility. BMW and Manheim anticipate close to 6,000 vehicles a year for the Spartanburg/Greer location.

Both the South Carolina and New Jersey facilities demonstrate a more customer-oriented approach by providing more vehicles in one location; resulting in quicker turn-around time throughout the entire return, documentation and pick-up process. “This Manheim and BMW partnership really makes the transaction seamless for both associates and dealers,” Schwartz concluded.

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

Manheim is the world's leading provider of vehicle remarketing services. Through its 122 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, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

**About BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com).

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

Identification for the attached photo (left to right): Mike Broe, executive vice president, U.S. operations, Manheim; Josef Kerscher, president, BMW Manufacturing Co.; Sandy Schwartz, president, Manheim; Jim O'Donnell, president, BMW of North America. For a high-resolution file of the attached photo, please contact Kristen Fraser at [kfraser@brandwarepr.com](mailto:kfraser@brandwarepr.com).

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