



Manheim

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MANHEIM IS SEEING STRONG RESULTS FROM OVE.COM DEALER CAMPAIGN

Promotion Continues Through August 15

ATLANTA – With offerings as diverse as the vehicle marketplace and access to more inventory than anyone else, Manheim recently launched a campaign for current as well as prospective buyer and sellers. Launched June 15, the transactional promotion for OVE.com offers a variety of rebates and incentives to dealers that vary depending on whether they are current or new buyers and sellers.

Promotional offers:

- **Current Buyers** – the highest historical volume dealers receive an instant reward along with an incentive based on a certain volume of vehicles purchased.
- **New Buyers** – receive an incentive for every dealer vehicle purchased during the campaign.
- **Current Sellers** – the highest historical volume dealers receive an instant reward along with an incentive based on a certain volume of vehicles purchased.
- **New Sellers** – when selling with a condition report, will receive a gift card based on the number of cars they sell.

A month into the promotion, results continue to show growth. “We’re excited about the results we’re seeing from this promotion,” said Nick Peluso, senior vice president, customer management, Manheim. “In the first few weeks alone, we’ve seen hundreds of new buyers do business with us. But this promotion is more than just generating new business for Manheim; it’s about providing another way to help our customers increase their sales.”

Manheim has seen a steady increase in the number of online bidders and the number of vehicles they purchase. The largest gains have come via OVE.com, which saw a 10 percent increase in buyers from January-June, 2011, compared with January-June, 2010.

Dealers have always been the backbone of the vehicle remarketing business, and Manheim has a history of helping dealers succeed. For example, every dealer is matched with a Manheim representative who knows and understands his or her buying and selling behaviors and needs. Peluso continued, “We have more employees focused on day-to-day sales and marketing than

anyone else in the industry. We're committed to going beyond just a buyer or seller relationship – we're partnering with dealers to help them find solutions to grow their businesses.”

The promotion is just part of numerous ways Manheim works to support dealers. From customized training offered by The Wholesale Institute (TWI) to providing the most feature-rich mobile offerings in the industry, Manheim is focused on understanding what value means to each of its customers and continuously providing solutions to fit customers' needs.

Dealers who are interested in learning more about the current promotion can contact their local rep by visiting www.manheimsalesrep.com or by calling 1-866-MANHEIM.

Given the positive feedback and results from the current promotion, Manheim is considering the launch of another campaign starting in September that will reward dealers who leverage Manheim's offsite services and sell their vehicles without having to take them to auction. Customers will receive communications about the promotions before the fall campaign launch.

About Manheim (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.

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