



Manheim

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SONIC AUTOMOTIVE SELECTS MANHEIM AS EXCLUSIVE PARTNER FOR VEHICLE REMARKETING

*Fortune 500 Dealer Group Takes 'One Partner, One Market' Approach
To Sell Wholesale Units through Manheim*

ATLANTA – Manheim, the world’s leading provider of vehicle remarketing services, announced today it will expand its scope of services for Sonic Automotive, a Fortune 500 company and one of the nation’s top three auto retailers.

As a part of a new, long-term agreement, Sonic has committed to move and consolidate its auction business from competing locations to Manheim locations, taking a “one partner, one market” approach to sales of their wholesale units. Sonic wants to create efficiencies by working closely with Manheim for not only its selling, but also its purchasing. Sonic began moving inventory to Manheim in January of this year.

To date, Manheim’s significant buying audience has already seen Sonic cars coming through the lanes. Customers benefit from Sonic’s reputation as a top seller in the lanes and online, as well as the company’s commitment to standing behind its purchases. So far, Sonic has consolidated nine of its market areas to Manheim: California, Florida, Georgia, Nevada, North Carolina, Ohio, Oklahoma, Texas and the Washington D.C. Area.

“We’ve enjoyed a fantastic partnership with the Sonic team for many years, but this takes our business relationships to an entirely new level,” said Susie Heins, vice president, major dealers, Manheim.

“Sonic promises each of its customers an outstanding automotive experience that is delivered with professionalism, integrity and enthusiasm,” added Heins. “By consolidating their inventory under Manheim, we’ll be able to enhance their customer experience in any channel with our own focus on quality and new, innovative inventory solutions for dealers.”

“We’re completely confident that this will be a win all-around as we become a one-stop shop for selling and complete a majority of our purchasing with the nation’s leading remarketer,” said Hal McLarty, vice president, Sonic. “Sonic has been very proud to work side-by-side with Manheim, and we consider each other true partners.”

Sonic has had a long relationship with Manheim leveraging many of the Manheim products, ranging from reconditioning to online remarketing to data consulting services. In 2009, Sonic ramped up a

centralized purchasing team and has been working closely with Manheim and its major dealer team to take advantage of Manheim's inventory offerings. Centralizing the purchasing teams at Sonic was the first step in creating efficiencies for the dealer group and for Manheim. Today, Sonic purchases about 35 percent of its overall inventory with Manheim through its online channels. Moving forward, both companies plan to leverage the 'one market' approach for selling units to identify and create even greater efficiencies for all parties involved.

About Sonic Automotive

Based in Charlotte, N.C., Sonic Automotive launched as a public company in 1997. Today the company operates more than 100 dealerships spread across 15 states and in 26 major metropolitan markets. Its dealerships provide comprehensive services, including sales of both new and used cars and light trucks; sales of replacement parts; performance of vehicle maintenance; warranty, paint and collision repair services; and arrangement of extended warranty contracts, financing and insurance for the company's customers.

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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