



Manheim

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MANHEIM LAUNCHES NEW ONLINE SALES PROMOTION FOR DEALERS

Dealers selling inventory from their lots through OVE.com can earn valuable rebates

ATLANTA – Manheim is “bringing the auction” to the dealers with a new online sales promotion that makes it easier than ever before to list vehicles on OVE.com and sell online to the industry’s largest collection of buyers. The program began Sept. 1 and will run through Nov. 1. It allows used car dealers* to list inventory from their lots through OVE.com and earn valuable rebates. The more cars sold, the bigger the rebate. [Click here](#) for more information about the promotion.

Manheim will list the vehicles on OVE.com with condition reports, provide marketing support and handle the post-sale process, simplifying the sales process for dealers. This promotion gives selling dealers the opportunity to put their pre-owned inventory in front of thousands of buyers and tap into new markets while the vehicle is still on their lot.

“We want dealers to know that selling inventory from their lots through OVE.com can pay off in a big way, and we’re not just talking about the rebates during this promotion,” said Joe George, group vice president of Manheim Digital. “By selling inventory directly from their lots via OVE.com, dealers can sell vehicles earlier and make more money, dramatically reducing overall remarketing costs. A number of our dealers already have been taking advantage of this service; and for them, this promotion serves as a reward for their continued online business.”

To help dealers take full advantage of this limited-time promotion, The Wholesale Institute is hosting two free educational webinars on Sept. 14 and 15. During a one-hour session, dealers can learn more about the valuable benefits of selling from their lots, how to request listing services and the post-sale processes. Dealers can register online at <http://twi.manheimresources.com/>.

“This promotion and the free educational webinars are part of our ongoing commitment to develop new digital programs, products and services to help satisfy customers’ desires to do business on-demand,” said George. “By bringing the auction to our dealers’ lots, we are making the sales process easier and more efficient for dealers so they can focus on the success of their businesses.”

* U.S. sellers only who have a valid AuctionACCESS 5 million number. Excludes TRA/Salvage vehicles. Excludes National Accounts.

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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