



FOR IMMEDIATE RELEASE
Oct. 3, 2011

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**MANHEIM SPECIALTY TO ENGAGE ATTENDEES IN NEW WAYS
AT THE 2011 RVDA CONVENTION**

Dealers Invited to Explore How Social Media Can Benefit Dealerships, Register for Giveaways

ATLANTA – Manheim Specialty invites RV dealers to embrace the benefits of social media by engaging with the company in new ways at the 2011 international RV Dealers Association Convention and Expo from Oct. 3 – 7 at the Rio All-Suite Hotel & Casino in Las Vegas.

Attendees can connect with Manheim Specialty at RVDA via Twitter (@Manheimspclty), Foursquare (<https://foursquare.com/manheimspclty>) or by visiting booth #213.

“Manheim Specialty is constantly looking for new ways to connect with customers and help them improve their customer relations strategies at the dealership,” said Karen Braddy, general manager of Manheim Specialty. “At conferences like RVDA, there’s so much information shared that sometimes it’s hard to implement new ideas when dealers return to the office. To help attendees better understand social media and how it can be used as a customer relations tools, we are offering them a simple take-away to help improve their businesses.”

Manheim Specialty will debut its Foursquare presence at RVDA 2011 and will offer attendees tips throughout the conference to help make their RVDA experience a success. Dealers who check in to Manheim Specialty’s booth on Foursquare using a mobile device can unlock a special offer. Everyone who unlocks the special offer will receive a Foursquare Quick-Start Guide to help them navigate the social media platform and implement Foursquare programs at their dealerships. Additionally, two lucky Foursquare participants will take home a free Flip Video™ camera – the first person who redeems the special and another person selected at random at the close of the show. To redeem the special offer, attendees must show the unlocked special screen on their mobile device to a Manheim Specialty representative at the booth.

All attendees who stop by the Manheim Specialty booth – regardless of Foursquare participation – will also have an opportunity to enter to win a free Apple iPad®.

Separate from the Expo floor, Kevin Cooper, director of specialty at Manheim, will be presenting an education session titled “A Day on the Auction Block” on Oct. 6 from 2:45-4 p.m. Cooper will hold a mock auction during his presentation to demonstrate how auctions operate and to help newcomers feel more prepared for their first visit.

“Auctions are a major source of used RV inventory, and we want to make sure dealers understand how to locate inventory as well as how the buying and selling process works,” said Cooper. “The mock auction not only gives an explanation, but a visual representation which makes a memorable, informative impact for everyone attending RVDA.”

About Manheim Specialty Auctions

Manheim, the world’s leading provider of vehicle remarketing services, began hosting Manheim Specialty auctions to meet the growing needs of customers looking for used vehicles other than the traditional automobile. Today, Manheim offers customers access to 73 locations in North America, with 20 dedicated to selling Specialty units including boats, RVs, motorcycles, powersports, medium- to heavy-duty trucks, and construction and agricultural equipment.

By offering services such as full-service reconditioning, electronic condition reports, certification, title management, inspections, vehicle transportation, financing and dealer floor planning, Manheim helps customers realize the full value of their vehicles.

Customers can also take advantage of Mobile Specialty auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold “in-lane” or “online” via Manheim Simulcast and OVE.com.

A complete list of Manheim Specialty auction locations can be found at www.manheimspecialtyauctions.com and www.manheimheavytruckauctions.com. For the latest news and information from Manheim Specialty, visit our blogs or follow us on Twitter at @ManheimSpclty.

Headquartered in Atlanta, Manheim is a subsidiary of Cox Enterprises, Inc., a leading communications, media and automotive services company.

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