



Manheim

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MANHEIM EXPANDS TRADE DESK TO IMPROVE CUSTOMER EXPERIENCE

Top Buyers, Sellers Receive Personalized Support for All Manheim Products, Services

ATLANTA – Manheim – the world’s leading provider of vehicle remarketing services – recently expanded its Trade Desk to support more dealers across more sales channels. Ben Gutwein, director of Manheim Trade Desks, and his team will now offer both high-volume buyers and sellers 24/7, one-on-one advice on Manheim’s complete portfolio of inlane and digital products and services. The Trade Desk originally served buyers using OVE.com; however, due to the changing needs of its customers, the Trade Desk was expanded.

Through dealer feedback, Manheim identified that a more all-inclusive solution would better meet the unique needs of high-volume dealers who do a significant amount of business at multiple operating locations across the country, according to Susie Heins, vice president of major dealers at Manheim. “Building on the success and lessons learned with this offering, we saw an opportunity to create a hybrid inlane and digital solution that would provide our top dealers with a service they can't get anywhere else.”

In addition to the current team based in Atlanta, the expansion will include adding a second Trade Desk center on the West Coast – in Riverside, Calif. – by the end of the year. The dual locations will provide dealers convenient, around-the-clock assistance with:

- Locating and placing inventory at inlane and online sales
- Sending real-time information and updates about sales and new digital features
- Providing quick buying and selling issue resolution across all platforms
- Serving as trusted advisor and providing personalized support

The Trade Desk is also committed to promoting special sales and closing deals on behalf of buyers and/or sellers before sales end. For example, last month, the Trade Desk worked with Nissan and Infiniti Remarketing Services’ top 500 buyers across the country to introduce and test a closed sale on a new Simulcast platform. The Trade Desk team ensured all dealers had access to the sale and helped them navigate and understand the advantages of the new platform. As a result of their outreach efforts, 160 dealers participated in the sale that offered just 150 vehicles.

“We created this team to be proactive and customer-centric,” added Heins. “Their mission is to provide a customized level of service for our high-volume buyers and sellers, while Manheim’s 250-plus field sales force strives to connect one-on-one with every dealer in the country.”

As customers increase the amount of business they do with Manheim, they will become eligible to be added to the Trade Desk network.

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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