



Manheim

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CONTACT: Lois Rossi

Sr. Director, Corporate Communications
(678) 645-2028

MANHEIM HOSTS NATIONAL DEALER ADVISORY BOARD MEETING

Advisory Board Meeting Offers Key Insights into Critical Industry Topics

ATLANTA – Earlier this week, Manheim hosted a two-day advisory board meeting for its top dealer customers from across the country. These included a cross-section of new car stores, independent and wholesalers. The event served as a forum for discussion on industry trends and growth strategies, as well as an opportunity to discuss different business approaches and solutions to their common challenges.

“Manheim realizes that dealers – now more than ever – want partnerships that offer tangible value and deliver bottom-line results,” said Nick Peluso, senior vice president of customer management for Manheim. “Manheim is committed to finding new and better ways to help dealers address the new realities they are facing, while offering real solutions to help them succeed.”

During a variety of presentations, break-out sessions and panel discussions at the InterContinental Hotel in Buckhead, attendees heard from a range of subject matter experts from Manheim, including: Peluso; Sandy Schwartz, president; Joe George, group vice president of Manheim Digital; Tom Webb, chief economist; as well as teams from the consulting and digital groups that led break-out sessions.

“Our goal was to provide a compelling, deep-dive session for these top Manheim customers – one that would allow attendees to explore critical industry topics in a collaborative setting with their peers and get answers to their most pressing questions, straight from a knowledgeable and trusted source,” said Susie Heins, vice president of dealer sales for Manheim.

Key to the success of the event was Manheim’s early outreach to participants, asking for their input on topics they wanted to discuss and were interested in knowing more about. Manheim built the agenda using this feedback, ensuring dealer expectations were met and the time they invested was well spent.

Through surveys and direct responses, dealers indicated that they were most interested in:

- State-of-the-industry economic data and its implications for the future
- Dynamic strategies, tools and channels for connecting and engaging with key customers
- What role digital tools continue to play in the ever-evolving auction space
- Opportunities to collaborate and discuss the market and its current challenges with peers

Manheim held the meeting again this year due to last year's success of the event and enthusiastic feedback of participants. The company plans to offer the Dealer Advisory Board meeting annually. Heins added, "We look forward to collaborating with these attendees again, as the direct interaction allows us to gauge their real-time business needs and respond quickly with strategies, solutions and data that propels their business success."

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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