



FOR IMMEDIATE RELEASE
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**MANHEIM SPECIALTY AUCTIONS AND TOTAL RESOURCE AUCTIONS
REFRESH CUSTOMER FLEETS ACROSS THE COUNTRY**

*More Than 200 Coca-Cola Heavy Truck and Equipment Units Available
During Tuesday, Oct. 18 Super Sale*

ATLANTA – Manheim Specialty Auctions and Total Resource Auctions have renewed their exclusive remarketing partnership with the world’s largest beverage company, Coca-Cola, and will hold the biggest fleet sale of the year Tuesday, Oct. 18.

Coca-Cola will offer more than 200 heavy truck and equipment units during a special Super Sale. Manheim Georgia will host the Super Sale, but units will be based at more than 60 operating locations throughout the U.S. for maximum buyer convenience.

There will be buying options for virtually any transport, delivery or business need. Inventory includes beverage trailers, cargo delivery vans, fork lifts, pallet jacks, road tractors, light-duty company vehicles and more. To preview the extensive inventory list, click [here](#).

“All of our remarketing experts stand ready to support Coca-Cola’s fleet needs around the clock and at the highest possible customer satisfaction level,” said Karen Braddy, general manager of Manheim Specialty. “Like the Coca-Cola team, we’re committed to proving our industry leadership to customers in everything we do.”

“Keeping our 500-plus beverage brands on the move requires a top-notch fleet,” said Steve Saltzgeber, Director of Fleet Operations, Coca-Cola Refreshments. “We are happy to have a dedicated remarketing partner in the Manheim Specialty and Total Resource Auctions teams. Their global footprint, customers-first service philosophy and leading digital technology all combine to make them an ideal partner for our business.”

In the future, Coca-Cola will remarket units at all Manheim operating locations specializing in heavy truck and equipment sales, as well as Manheim Denver, Manheim Kansas City, Manheim New York and Manheim Portland, which are located in close proximity to many of the beverage giant’s distribution centers.

Total Resource Auctions provides a marketplace for various Coca-Cola products that is unequalled anywhere in the industry. Market segmentation provided by Manheim assures each unit is auctioned in the venue that will produce the best results for sellers.

“The ability to give our worldwide customers first choice of these quality salvage units is a tremendous benefit,” said Bill Tiedemann, group vice president of Total Resource Auctions. “It’s yet another opportunity to match our buyers with the very best selection and value.”

About Manheim’s Specialty Auctions & Total Resource Auctions

Manheim Specialty Auctions and Total Resource Auctions are a part of Manheim, the world’s leading provider of vehicle remarketing services.

Manheim Specialty Auctions meets the growing needs of customers looking for used vehicles other than the traditional automobile. Manheim Specialty Auctions’ offers 20 locations dedicated to selling Specialty units including boats, RVs, motorcycles, powersports, medium- to heavy-duty trucks, and construction and agricultural equipment. All vehicles are sold in-lane or online via Manheim Simulcast and OVE.com. For more information, please visit www.manheimspecialtyauctions.com or www.manheimheavytruckauctions.com.

Total Resource Auctions allows buyers and sellers to securely exchange total-loss, damaged, disabled, inoperative, donation and salvage vehicles. With a network of 96 wholesale auctions throughout North America, Total Resource Auctions offers vehicles in-lane and via Web-based products, including Manheim Simulcast. For more information, please visit www.trauctions.com.

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

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