



Manheim

FOR IMMEDIATE RELEASE

Jan. 4, 2012

CONTACT: Lois Rossi

Sr. Director, Corporate Communications

(678) 645-2028

MANHEIM PARTNERSHIP YIELDS SIGNIFICANT SALES GAINS FOR CHAPMAN AUTOMOTIVE GROUP

*Manheim's 'One Partner, One Market' Approach Takes Advantage Of Multiple Sales Channels,
Digital Tools*

ATLANTA – A recent partnership between Manheim, the world's leading provider of vehicle remarketing services, and Chapman Automotive Group, an auto retailer with more than 20 locations in Tucson, Phoenix and Las Vegas, resulted in significant increases in units sold during the inaugural sale in November.

Prior to the exclusive partnership with Manheim, Chapman had averaged weekly units in the double digits. Chapman sought the advice of Manheim Consulting, which provided a report detailing numerous opportunities to increase profitability by using Manheim's diverse remarketing services. In late October of this year, Chapman moved its entire inventory to Manheim, and concluded its first sale in-lane and on OVE.com in November. Chapman now has tripled the previous weekly volume and is forecasting to sell over 5000 units a year with Manheim.

“Chapman believes in basic and important business principles, three of which are people, products and processes,” said Eddie Espinosa, corporate general manager, Chapman Automotive Group. “Manheim embodies these principles, and their outstanding service coupled with their impressive array of products has allowed us to streamline many processes and become more efficient.”

As a part of this long-term partnership, Manheim will provide a weekly OVE.com sale for Chapman. Any no-sales from the OVE.com sale will then be brought to Manheim Phoenix to be sold in-lane. Chapman has also taken advantage of Manheim Simulcast as a means to sell some of their inventory. Chapman's performance is above the auction dealer consignment average.

“Manheim's Condition Reports really bring a great deal of value to our Simulcast sales,” Espinosa added. “Buyers are willing to pay more because they are confident in the quality of the inventory.”

Manheim and Chapman Automotive Group have enjoyed a business relationship for more than a decade. This new partnership utilizes Manheim's “one partner, one market” model, designed to provide an individualized and comprehensive solution based upon the needs of the customer.

“Manheim is excited to be the full service wholesale provider for leading retailers like Chapman Automotive Group,” said Rob Touchette, general sales manager, Manheim. “We are pleased with the initial sales results and look forward to seeing how our sophisticated digital tools such as Bid and Buy, Make an Offer and Simulcast proxy bidding will create additional opportunities for Chapman.”

About Manheim (www.manheim.com)

Manheim is the world’s leading provider of vehicle remarketing services. Through its 118 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.

###