



Manheim

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MANHEIM'S SIMULCAST EVERYWHERE TAKES THE AUCTION TO THE CAR, REVOLUTIONIZING VEHICLE REMARKETING

Company Introduces One-of-a-kind Digital Solution That Makes Buying and Selling Easier for Customers

ATLANTA -- Today, Manheim unveiled Simulcast Everywhere, a revolutionary digital auction platform that brings the auction to the car, anywhere in the world, with live auctioneer-led sales. The new Simulcast product -- launched during the National Automobile Dealers Association (NADA) convention in Las Vegas -- makes buying and selling significantly easier for customers. It is a first for both Manheim and the vehicle remarketing industry.

Unlike any product on the market, Simulcast Everywhere features competitive bidding within an OVE.com-style environment, bringing the in-lane excitement of sale day to the online experience. With Simulcast Everywhere, the auction, vehicles and buyers all can be located anywhere.

“The idea for Simulcast Everywhere really came from listening to our customers and learning what kinds of digital tools would make it easier for them to buy and sell cars,” said Joe George, group vice president of Manheim Digital. “Building upon those insights, we developed Simulcast Everywhere. This past fall we piloted the product in closed sales with Nissan, Infiniti and Asbury, which gave us the opportunity to get great customer feedback and refine Simulcast Everywhere before rolling out this game-changing offering.”

Simulcast Everywhere works like this: A still picture of the vehicle is displayed with a live audio stream of the auctioneer calling each vehicle. A vehicle bid log constantly keeps sale activity up-to-date. In addition, general vehicle details, quick access to condition reports and the full run list of vehicles are available onscreen at a glance.

The unprecedented auction platform delivers distinct advantages to buyers and sellers. Buyers gain access to a larger pool of inventory in a familiar, fully transparent marketplace where they can see everyone who is participating in the sale. This level of transparency gives customers a high level of confidence during Simulcast Everywhere events. Also, vehicles come with condition reports so buyers have all of the information they need to make informed purchasing decisions.

Simulcast Everywhere's competitive bidding environment enables sellers to find the best market price for their vehicles, in real-time price discovery. The digital auction platform also exposes

sellers' inventory to a wider buyer marketplace, including vehicles not on Manheim's property, saving sellers transportation fees associated with bringing vehicles to the auction.

At NADA, dealers will be among the first to experience Simulcast Everywhere during live mock sales at the Manheim booth. To participate and win great prizes, they should register at booth #1169.

Simulcast Everywhere is a natural extension of the Simulcast product suite launched in Manheim's lanes during 2002. "We are proud to celebrate our 10th anniversary of employing a platform that changed the way people buy and sell cars in the remarketing wholesale industry," said George. "With the launch of Simulcast Everywhere, Manheim continues its commitment to innovate products that help customers do business with us anytime, anywhere and in any way they like."

For more information about Simulcast Everywhere and to watch a video of the product in action, [click here](#).

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 2011, Manheim handled nearly 8 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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