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**MANHEIM SPECIALTY LAUNCHES QUARTERLY VIDEO BLOG AS PART OF
SOCIAL MEDIA INITIATIVE**

Campaign Accommodates Dealer Preferences, Includes Giveaways and Industry Information

ATLANTA – Manheim Specialty has launched a quarterly video blog as part of its comprehensive social media initiative, designed to engage dealers and demonstrate the many informational and business uses of social media. The first installment features General Manager Karen Braddy discussing 2011 pricing trends for boats, recreational vehicles and motorcycles, hosted through the company's YouTube channel (<http://www.youtube.com/user/manheimspecialty>).

The broader social media initiative includes event-related contests such as the "Guess the Bid" promotion centered on the upcoming Dealer Expo, Feb. 17-19 in Indianapolis. Dealers can enter the promotion at Manheim Specialty's Dealer Expo booth, #4852, and also through the company's Facebook page (<https://www.facebook.com/ManheimSpecialty>).

"We think the convenience of social media is one of the things that makes it so appealing to such a wide audience," said Braddy. "We know our customers have different social media preferences, and we are accommodating them through our Facebook page, Twitter feed, YouTube channel and blog. We want to engage dealers through their preferred social media platforms and in turn show them how they can use social media to reach their customers."

Manheim Specialty's social media initiative incorporates a variety of elements and will be used to discuss used vehicle market trends and information, upcoming sales at Manheim Specialty auction locations, industry news and other resources. Manheim Specialty will also announce contests and survey dealer opinions.

"We believe there are so many potential uses for social media, and we are keeping track of what dealers like," added Braddy. "We will offer many different types of content, but will focus on the types that dealers find most helpful."

About Manheim Specialty Auctions

Manheim, the world's leading provider of vehicle remarketing services, began hosting Manheim Specialty auctions to meet the growing needs of customers looking for used vehicles other than the traditional automobile. Today, Manheim offers customers access to 69 locations in North America, with 19 dedicated to selling Specialty units including boats, RVs, motorcycles, powersports, medium- to heavy-duty trucks, and construction and agricultural equipment.

By offering services such as full-service reconditioning, electronic condition reports, certification, title management, inspections, vehicle transportation, financing and dealer floor planning, Manheim helps customers realize the full value of their vehicles.

Customers can also take advantage of Mobile Specialty auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold “in-lane” or “online” via Manheim Simulcast and OVE.com.

A complete list of Manheim Specialty auction locations can be found at www.manheimspecialtyauctions.com and www.manheimheavytruckauctions.com. For the latest news and information from Manheim Specialty, visit our blogs, follow us on Twitter at @ManheimSpclty or “Like” our Facebook page at www.facebook.com/ManheimSpecialty.

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

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