



Manheim

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MANHEIM LAUNCHES TWI “ON THE GO” FOR DEALERS

The Wholesale Institute Workshops Combine Digital Tools with Auction Sale To Give Customers The Ultimate Training Experience

ATLANTA – To help more dealers take full advantage of Manheim’s comprehensive suite of digital products when they need the tools the most – in the lanes on sale day – Manheim has launched TWI “On the Go.” An extension of The Wholesale Institute (TWI), TWI “On the Go” focuses on using Manheim’s digital tools, such as Mobile, myAccount and the Manheim app, providing dealers with immediate training in the lanes during specified live-sale events at Manheim locations.

“Manheim has been dedicated to dealer training for many years, and The Wholesale Institute has served more than 5,000 customers since 2007 through our various offerings,” said Mandy Savage, director of The Wholesale Institute. “We realize that not all dealers can take extra time away from their businesses to attend training classes so TWI ‘On the Go’ sessions make it easier for more customers to get the digital information and training they need when it is very convenient for them – while they are at the auction.”

During the TWI “On the Go” sessions, dealers have the opportunity to explore different types of digital devices and receive hands-on demonstrations. The team brings mobile devices and tablets to each event so that dealers can “test drive” Manheim’s mobile offerings. The team also helps dealers download and use the free Manheim app on their own devices. Dealers using Manheim’s digital tools can also save time by paying online for their purchases via myAccount rather than standing in line at the auction counter. Overall, TWI “On the Go” helps to simplify the researching, buying and selling process.

During TWI “On the Go” sessions, dealers also can get all their questions about Manheim’s digital tools answered and receive tips, best practices and more. “I found the Manheim app to be very helpful,” said Sal Ali of GT Sport Auto. Ali was one of more than 50 dealers participating in a recent TWI “On the Go” workshop at Manheim Atlanta. “Normally I make one or two purchases during a sale, but with the Manheim app, I was able to get the information I needed more quickly so I ended up with three cars.”

Upcoming TWI “On the Go” Workshops are scheduled at the following locations:

- Feb. 15 – Manheim Nashville
- Feb. 20 – Manheim North Carolina
- Feb. 28 – Manheim Pensacola

- March 1 – Manheim Chicago
- March 6 – Manheim Northstar Minnesota
- March 8 – Manheim Fredericksburg
- March 14 – Manheim New Jersey

“TWI ‘On the Go’ is an interactive experience with lots of ‘aha’ moments where dealers gain a better understanding of how to buy vehicles more efficiently and leverage Manheim’s online resources toward maximizing profits,” said Savage. “We empower our customers with the digital knowledge they need to accomplish their business goals.”

Customers continue to increase their usage of digital tools. For example, last December alone, 28,000 customers used the Manheim app. Meanwhile, traffic to the mobile site averages more than 500,000 visits per month. As more customers continue to do business digitally, providing them with more, better and easier training options such as TWI “On the Go” will continue to be a priority for Manheim.

Customers wanting to take advantage of these workshops do not need to register; they can simply attend the sale. To learn more about TWI and TWI “On the Go,” visit <http://www.twi.manheimresources.com/>.

About Manheim (<http://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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