



Manheim Dealer Portfolio

Products and Services



Delivering innovative remarketing solutions to customers and the industry.

About Manheim

Manheim was established in 1945 as a wholesale vehicle auction operation.

With over 22,000 employees in 121 operating locations worldwide, Manheim is the world's largest provider of vehicle remarketing services. In 2010, Manheim handled nearly 10 million used vehicles, facilitating transactions representing more than \$50 billion in value.

A subsidiary of Atlanta-based Cox Enterprises, Manheim is transforming the wholesale vehicle buying and selling experience through investments in technology and innovative products and services. Manheim markets **Frontline Services**, **OVE.com**, **Manheim Simulcast**, **Manheim Financial Services (MAFS)**, **Total Resource Auctions**, **Manheim Consulting** and other respected brands to the remarketing industry in 15 countries, including Australia, Turkey and the United Kingdom.

As the world's leading provider of used vehicle services, Manheim has set the standard for buying and selling vehicles at live auctions and online. Manheim brings together qualified sellers and volume buyers of used vehicles that include automotive dealerships, banks, car rental agencies, car manufacturers and government agencies. Manheim offers its customers a reliable and secure market to purchase a variety of vehicles and services that no other remarketing provider can match.

Manheim cares about its employees, the environment and the communities it serves. From fund-raising drives to tutoring kids after school to supporting long-term conservation efforts, Manheim and its employees are dedicated to protecting the environment and giving back to their communities.

Manheim Company Facts

- 2010 Revenue: \$3.0 billion
- Employees: 22,000 worldwide
- 121 Worldwide Locations
 - 69 operating locations in North America
 - 49 locations outside North America
- Over 80,000 U.S. dealers visit Manheim locations and online every month
- Named one of top 50 “Best Employers for Workers Over 50” by AARP in 2008, 2009 and 2011
- Earned a Sustainable Growth Excellence Award by DuPont for switching to water-based automotive paint and a commitment to reduce its environmental footprint by 25 percent
- Manheim.com receives almost 900,000 weekly visits
- Handled nearly 4 million online vehicle transactions since 1996

Worldwide Locations

Australia | Belgium | Canada | France | Germany | Italy | New Zealand | Portugal | Scotland | Spain | Thailand | Turkey | United Kingdom | United States | United Arab Emirates

Manheim Offerings

- Buying/Selling Resources
 - Auction Lane Sales
 - Specialty and Heavy Truck & Equipment Sales
 - Exotic Highline Events
 - Salvage Sales
 - Consulting
 - Online Wholesale Marketplace
 - Wholesale Vehicle Pricing Guide
 - Title Processing & Storage
- Inventory Financing
 - Financial Services
- Inspections
 - Pre- and Post-Sale Inspections
 - Certified Inspections
 - Electronic Condition Reports
- Frontline Services
 - Mechanical and Auto Body Repair
 - Dent Wizard
 - Detailing

Manheim Leadership Team

- **Sandy Schwartz**
President
- **Janet Barnard**
Executive VP and Chief Operating Officer
- **Nick Peluso**
Senior VP, Customer Management
- **Mike Langhorne**
Senior VP and Chief Business Development & Operational Excellence Officer
- **Joe Luppino**
Senior VP and CFO
- **Lilicia Bailey**
Senior VP and Chief People Officer
- **John Bailey**
Executive VP and President, International Operations

To Our Valued Dealers:

We designed this dealer portfolio to provide you with a quick reference of many of the products and services Manheim offers you to help your business be more efficient and profitable.

Most of Manheim's services have been created as a direct result of dealers, like you; who have partnered with us to develop solutions for their needs.

Please accept our heartfelt thanks for your business and do not hesitate to contact us for any question or need.

Enjoy learning about the Manheim difference.



powered by  Manheim



Manheim.com

Simulcast

ove.com



Contents

Manheim Digital	1
PowerSearch.....	1
Simulcast.....	4
OVE.com.....	7
myAccount.....	10
Manheim iPhone and Andriod Apps	12
InSight	15
Frontline Services	17
Auto Body Repair	18
Detail Services	23
Light Mechanical Repairs	26
Post-Sale Inspection	28
Manheim Market Report	29
Manheim Financial Services (MAFS)	31
Select Lane	35
Specialty and Heavy Truck & Equipment	37
Manheim Consulting	41

PowerSearch

Overview

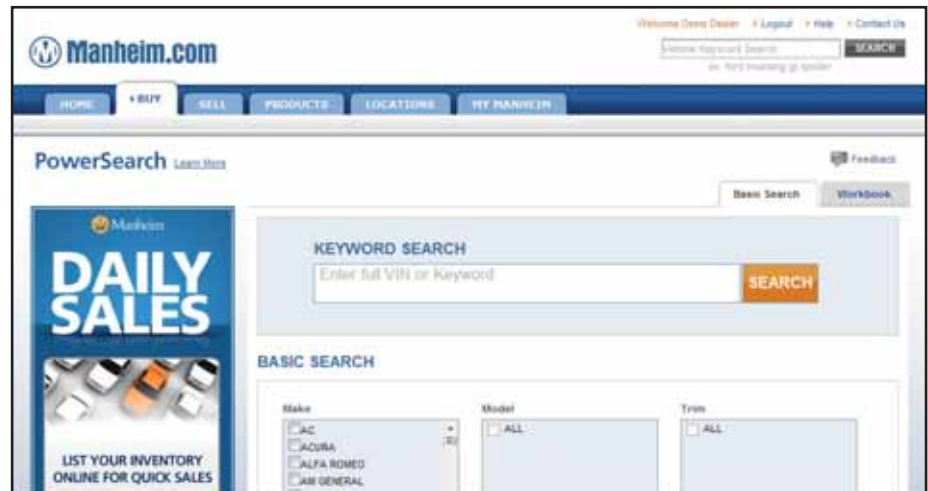
PowerSearch is a search engine that provides access to the most comprehensive list of wholesale inventory for **Manheim.com** customers.

PowerSearch allows dealers to find the vehicles that interest them most, across all of Manheim's inventories.

In addition to *Basic* and *Advanced* searches, **PowerSearch** allows the dealer to save frequent vehicle searches and receive e-mailed search results at designated intervals.

Dealers can also review and sort results that include integrated **Manheim Market Report (MMR)** valuation, vehicle location and condition grade.

Manheim.com



Value

PowerSearch gives you the ability to locate the inventory you need by performing nationwide searches for vehicles based on the customized criteria that you specify.

Primary Points:

- ✓ Offers *Basic* or *Advanced* vehicle searches from the main page so that you can target specific vehicles by region or location.
- ✓ Allows you to save frequent searches to run later with one click, saving them time.
- ✓ Allows you to save auction run lists along with the vehicle's condition information.
- ✓ Saves you time and money by reducing driving and travel costs.
- ✓ Allows you to receive notifications via text or e-mail when new vehicles that match your search criteria are available.
- ✓ Allows you to bid on or make purchases directly from the *Vehicle Detail* page.
- ✓ Provides a *Workbook* where you can add and track their favorite vehicles.
- ✓ Provides access to CARFAX.

PowerSearch Advantage

- ✓ Search across all of Manheim's inventory at once.
- ✓ Offers *Basic* and *Advanced* searching features.
- ✓ Save frequent searches to access later with one-click.
- ✓ Bid or make purchases on vehicles directly from the *Vehicle Detail* page.
- ✓ Access **InSight Condition Reports** directly from the *Vehicle Detail* page.
- ✓ Add/track your favorite vehicles in your *Workbook*.
- ✓ Access **CARFAX** and **AutoCheck VHR**.
- ✓ Receive an e-mail notification or a text message when vehicles you need become available for sale.

Other Related Products/Services

ove.com

- ✓ Has a **Retail View** to allow you to use the site as a "virtual backlot" for your customers without disclosing vehicle price.
- ✓ Allows for vehicle purchases 24/7...anytime, anywhere.
- ✓ Provides you with access to the freshest inventory.
- ✓ Offers a **National Buyback Policy**.
- ✓ Offers weekly event sales for sellers worldwide.

Simulcast

- ✓ Good choice if you may not live near a physical location but still likes the excitement of the auction for buying and selling.
- ✓ Buyers can bid in up to six auction lanes at one time.
- ✓ Bid on vehicles in real time.
- ✓ Represent and sell your vehicles remotely with the **Remote Seller** feature.

myAccount

- ✓ Make online payments for vehicles bought through any of Manheim's channels.
- ✓ Provides secure and password-protected access for online payments.
- ✓ Set notifications to receive e-mails regarding title and arbitration status changes.

Other Related Products/Services (continued)



POST-SALE INSPECTION ✓

- ✓ Consists of both frame and mechanical inspections to evaluate the condition of vehicles purchased at Manheim locations.
- ✓ Offers either a seven-day or fourteen-day guarantee option for items inspected.
- ✓ Allows you to take advantage of the **National Buyback Policy** for qualifying vehicles purchased through **OVE.com**, an **Online Event Sale**, or **Manheim Simulcast** (with purchase of a full 14-day PSI.)



- ✓ The largest source of wholesale vehicle market data in the world.
- ✓ Sellers who price their vehicles right have an increased chance of selling their vehicles online.
- ✓ Buyers can use MMR to compare values for vehicles they purchase online.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

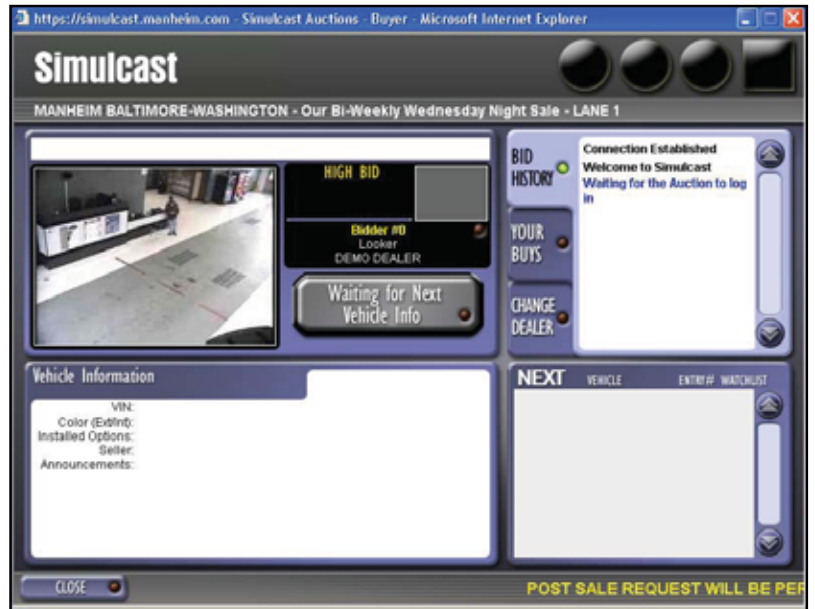
Simulcast

Overview

Simulcast allows buyers and sellers to participate in an auction online. Virtual buyers gain entrance into the lanes and sellers can represent their vehicles remotely.

Dealers can participate in up to six lanes at one time from anywhere they have an Internet location.

With these powerful capabilities, dealers can virtually represent the vehicles they have sent to auction to sell and also bid on and purchase new inventory.



Value

Dealers can experience the live auctions, competitive bids, and fast paced auctioneers all from anywhere they have an Internet connection. Sellers can represent vehicles remotely, just as if they were on the auction block. Buyers can bid just as if they were standing in the auction lanes.

Primary Points

For Buyers

- ✓ All Manheim services are available for **Simulcast** purchases.
- ✓ You can simultaneously bid in multiple sales.
- ✓ Watch vehicles to view market interest and pricing using a customized "Watch List."
- ✓ An effective way to purchase specifically targeted vehicles.
- ✓ Participate in auctions that you may not normally attend due to geography or scheduling.
- ✓ Manheim stands behind every transaction with industry leading **InSight Electronic Condition Reports** (ECR) and optional **Post-Sale Inspections** available.

For Sellers

- ✓ You control the sale and can *Approve, No Sale, If Sale, Counter Offer*, and send messages to the block and bidders in real time.
- ✓ You do not need to be on-site to represent your inventory, reducing the number of "if" sales.
- ✓ No premium fees to sell vehicles using the *Remote Seller* application.
- ✓ Expand your reach, gain visibility, and expose your inventory to a national audience.
- ✓ You are not required to come into the operating location after selling vehicles using Remote Seller.

Simulcast Advantage

- ✓ Participate in the live auction remotely as either a buyer or a seller.
- ✓ Represent your vehicles as though they are on the actual auction block.
- ✓ Participate in up to six auctions simultaneously as a buyer.
- ✓ Watch vehicles to view market interest and pricing using a customized “Watch List.”
- ✓ Sellers control the sale and can *Approve, No Sale, If Sale, Counter Offer*, and send messages to the block and bidders in real time.
- ✓ Any **AuctionACCESS** dealer with **Manheim.com** access can participate as a remote seller or a remote buyer.
- ✓ Sellers do not have to come into the operating location after selling vehicles via *Simulcast*.
- ✓ All vehicles are priced using the **Manheim Market Report (MMR)** as a guideline.
- ✓ The *NAAA Arbitration Policy* applies for all vehicles bought online.

Other Related Products/Services

PowerSearch

- ✓ Provides access to the most comprehensive list of wholesale inventory for **Manheim.com** customers.
- ✓ Search Manheim auction pre-sales, **OVE.com**, and *Manheim Simulcast* with one integrated tool.
- ✓ Set notifications for desired vehicles to receive an e-mail or text message as the vehicles become available for sale.

ove.com

- ✓ Has a **Retail View** to allow you to use the site as a “virtual backlot” for your customers without disclosing vehicle price.
- ✓ Allows for vehicle purchases 24/7...anytime, anywhere.
- ✓ Provides you with access to the freshest inventory.
- ✓ Offers a **National Buyback Policy**.
- ✓ Offers weekly event sales for sellers worldwide.

myAccount

- ✓ Make online payments for vehicles bought through any of Manheim’s channels.
- ✓ Provides secure and password-protected access for online payments.
- ✓ Set notifications to receive e-mails regarding title and arbitration status changes.

Other Related Products/Services (continued)



- ✓ Provides you with a better chance of selling vehicles online than those who do not purchase an **InSight ECR**.
- ✓ Reduces the chances of arbitration because the buyer knows exactly what he/she is purchasing.
- ✓ Guarantees consistency and quality in the lanes due to one set of inspection guidelines.



- ✓ Consists of both frame and mechanical inspections to evaluate the condition of vehicles purchased at Manheim locations.
- ✓ Offers either a seven-day or fourteen-day guarantee option for items inspected.
- ✓ Allows you to take advantage of the **National Buyback Policy** for qualifying vehicles purchased through **OVE.com**, an **Online Event Sale**, or **Manheim Simulcast** (with purchase of a full 14-day PSI).

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

OVE.com

Overview

OVE.com is Manheim's **Online Vehicle Exchange** site that provides all the auction services that in-lane buyers and sellers receive today.

This virtual wholesale marketplace is especially for commercial consignors and dealers to buy and sell vehicles in a 24/7 marketplace.

OVE.com offers over 40,000 wholesale vehicles available at any time.

In addition, dealers can use **OVE.com** as a "virtual backlot" to show vehicles to their own customers.



Value

OVE.com provides the ability to re-market your inventory earlier in the cycle than the physical auction lanes and have access to buying and selling vehicles 24/7.

Primary Points

For Buyers

- ✓ Provides guaranteed title transfers.
- ✓ Use the **Retail View** screen as a "virtual backlot" to show customers vehicles for sale online, without showing them a price.
- ✓ Use your **Manheim.com** username and password to buy vehicles through **OVE.com**.
- ✓ Offers the largest selection of online wholesale vehicles.
- ✓ Save searches and create "Watch Lists."
- ✓ Attend **Online Event Sales** to target specific vehicles or consignors.
- ✓ Use the "Notify Me" feature to receive notifications by e-mail or text when vehicles that meet set criteria become available for sale.

For Sellers

- ✓ Use your **Manheim.com** username and password to sell vehicles through **OVE.com**
- ✓ Import vehicles through multiple sources (such as a .csv file, directly from **AutoTrader.com**, or using another **aggregator**).
- ✓ Filter through your online inventory based on specific criteria to manage specific vehicles.
- ✓ Provides 24/7 access to buyers in the virtual marketplace to provide national exposure.
- ✓ Add vehicles to online event sales to increase their national exposure and buyer interest.
- ✓ Sellers can elect to activate the "**Buy Now**" or "**Make an Offer**" feature for vehicles to eliminate bidding.

OVE.com Advantage

- ✓ Links with **PowerSearch** to allow you to search nationwide using *Basic* or *Advanced* search criteria.
- ✓ Offers a **National Buyback Policy** with the purchase of a seven or fourteen-day Post Sale Inspection.
- ✓ Has a **Retail View** to allow you to show your customers online inventory without displaying a price.
- ✓ List vehicles online with *Bid*, *Buy Now*, or *Make an Offer* options.
- ✓ Adheres to the **NAAA Arbitration Policy** for consistency in arbitration throughout Manheim.
- ✓ Provides sellers with a “Buy Now” option so buyers can purchase vehicles at a reserve price without bidding; and “Make Offer” option so as to attract buyers who want a particular unit to fulfill their need.
- ✓ Use your **Manheim.com** username and password to both buy and sell on **OVE.com**.
- ✓ Participate in special **Online Event Sales** as both a buyer and a seller.
- ✓ Instant access to both **InSight ECRs** and **CARFAX** reports for vehicles.
- ✓ Guaranteed title and money transfer through **OVE.com**'s facilitation service providers.

Other Related Products/Services

PowerSearch

- ✓ Provides access to the most comprehensive list of wholesale inventory for **Manheim.com** customers.
- ✓ You can search Manheim auction pre-sales, **OVE.com** and **Manheim Simulcast** with one integrated tool.
- ✓ Set notifications for desired vehicles to receive an e-mail or text message as the vehicles become available for sale.




Simulcast

- ✓ Good choice if you may not live near a physical location but still likes the excitement of the auction for buying and selling.
- ✓ Buyers can bid in up to six auction lanes at one time.
- ✓ Bid on vehicles in real time.
- ✓ Represent and sell your vehicles remotely with the **Remote Seller** feature.

myAccount

- ✓ Make online payments for vehicles bought through any of Manheim's channels.
- ✓ Provides secure and password-protected access for online payments.
- ✓ Set notifications to receive e-mails regarding title and arbitration status changes.

Other Related Products/Services (continued)

	<ul style="list-style-type: none"> ✓ Provides you with a better chance of selling vehicles online than those who do not purchase an InSight ECR. ✓ Reduces the chances of arbitration because the buyer knows exactly what he/she is purchasing. ✓ Guarantees consistency and quality in the lanes due to one set of inspection guidelines.
	<ul style="list-style-type: none"> ✓ Consists of both frame and mechanical inspections to evaluate the condition of vehicles purchased at Manheim locations. ✓ Offers either a seven-day or fourteen-day guarantee option for items inspected. ✓ Allows you to take advantage of the National Buyback Policy for qualifying vehicles purchased through OVE.com, an Online Event Sale, or Manheim Simulcast (with purchase of full 14-day PSI).
	<ul style="list-style-type: none"> ✓ The largest source of wholesale vehicle market data in the world. ✓ Sellers who price their vehicles right have an increased chance of selling their vehicles both in-lane and online. ✓ Buyers can use MMR to compare values for vehicles they purchase in-lane or online.

Support

<p>Manheim.com</p>	<p>1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)</p>	<p>Customer support for all Manheim products and services.</p>
<p>MAFS Customer Service</p>	<p>1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com</p>	<p>MAFS-related customer service.</p>
<p>AuctionACCESS</p>	<p>1-800-665-2133 www.auctionaccess.com</p>	<p>Dealer assistance with AuctionACCESS number or account.</p>

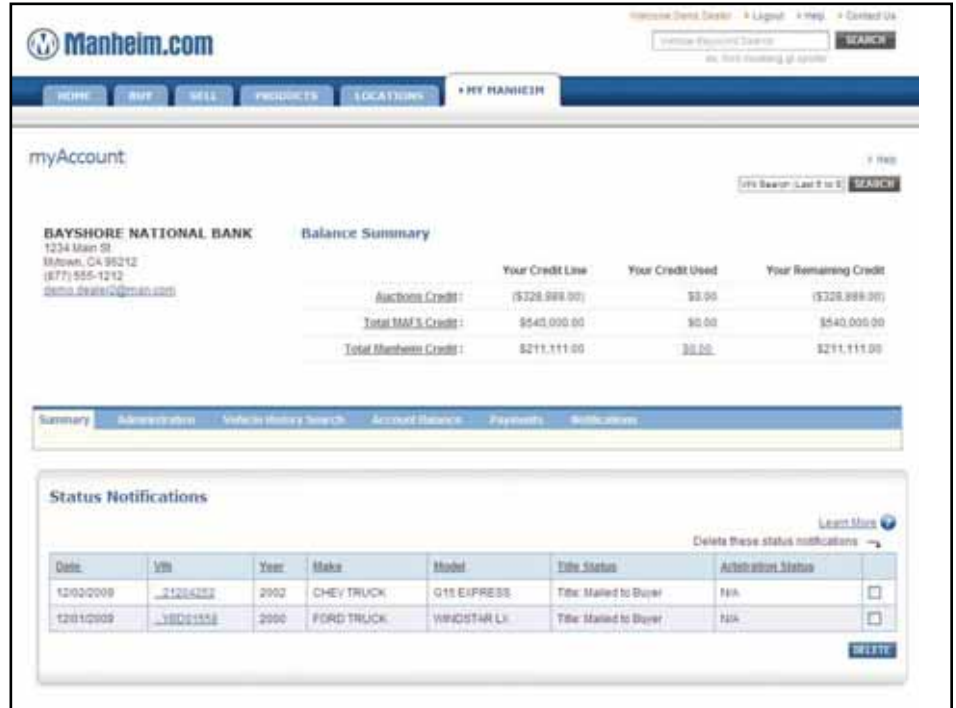
myAccount

Overview

myAccount is an online tool that allows Manheim customers a convenient way to make payments and keep track of auction transactions.

Users can access their financial information for any Manheim location, real-time, 24/7, via the Internet.

Access to **myAccount** is secure, password-protected and hosted on a separate server from **Manheim.com** although dealers log on to this service with their same **Manheim.com** username and password.



Value

myAccount makes it easy for you to view all Manheim-related financial information and make payments on both auction balances and MAFS balances from one online location.

Primary Points

- ✓ Provides vehicle history data for buys and sells.
- ✓ Shows all transaction activity for a particular vehicle bought or sold.
- ✓ Allows you to pay for both auction and **MAFS** balances via an electronic bank debit.
- ✓ Allow you to review your outstanding auction and **MAFS** balances.
- ✓ Provides the current status of a titles or transactions.
- ✓ Allows you to calculate interest on **MAFS** vehicles.
- ✓ Provides real-time access to account information.
- ✓ Retrieve “Buy Nets” and “Sell Nets” without contacting the auction.
- ✓ Eliminates special trips to the auction to make payments or expenses from sending checks overnight.
- ✓ Enables sellers to see and print run lists for upcoming auctions to keep track of vehicles to be sold.
- ✓ Shows Accounts Receivable (A/R) balances for miscellaneous charges.
- ✓ Allows you to set-up other individuals at the dealership to view information or perform functions without these individuals having *Administrator* rights.

Other Related Products/Services

Simulcast

- ✓ Good choice if you may not live near a physical location but still likes the excitement of the auction for buying and selling.
- ✓ Buyers can bid in up to six auction lanes at one time.
- ✓ Bid on vehicles in real time.
- ✓ Represent and sell your vehicles remotely with the **Remote Seller** feature.

ove.com

- ✓ Has a **Retail View** to allow you to use the site as a “virtual backlot” for your customers without disclosing vehicle price.
- ✓ Allows for vehicle purchases 24/7...anytime, anywhere.
- ✓ Provides you with access to the freshest inventory.
- ✓ Offers a **National Buyback Policy**.
- ✓ Offers weekly event sales for sellers worldwide.



- ✓ Serves thousands of franchised and independent dealers in the U.S. and Canada, with short and long term floor planning.
- ✓ You can use **MAFS** at any Manheim location in the US, Canada, and Puerto Rico.
- ✓ Expands your capability to purchase vehicles for your business.
- ✓ Floor planning available for most vehicles (excluding boats and personal watercraft).

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Manheim iPhone and Andriod Apps

Overview

The **Manheim App**, available for both the iPhone and Andriod, provides dealers with the power of Manheim in the palm of their hand. Use the Manheim app to connect to Manheim's mobile universe and manage buying and selling of inventory while on-the-go!

The app is available to Manheim customers with an existing username and password for **Manheim.com**.



Value

Manheim's mobile Apps truly bring the value of Manheim to you while you are on-the-go!

Primary Points

- ✓ Search for vehicles across all of Manheim channels.
- ✓ Place bids or buy **OVE** vehicles, as well as proxy bid on **Simulcast** vehicles.
- ✓ Access your **OVE** buying and selling activity.
- ✓ Manage your *Workbook*, as well as your buying and selling activity.
- ✓ Access Manheim Market Report (**MMR**) information to obtain vehicle values while away from your desk.
- ✓ Instantly scan VIN barcodes to access **MMR** results and other vehicle information.

Other Related Products/Services

PowerSearch

- ✓ Provides access to the most comprehensive list of wholesale inventory for **Manheim.com** customers.
- ✓ Search Manheim auction pre-sales, **OVE.com**, and **Manheim Simulcast** with one integrated tool.
- ✓ Set notifications for desired vehicles to receive an e-mail or text message as the vehicles become available for sale.

ove.com

- ✓ Has a **Retail View** to allow you to use the site as a “virtual backlot” for your customers without disclosing vehicle price.
- ✓ Allows for vehicle purchases 24/7...anytime, anywhere.
- ✓ Provides you with access to the freshest inventory.
- ✓ Offers a **National Buyback Policy**.
- ✓ Offers weekly event sales for sellers worldwide.

myAccount

- ✓ Make online payments for vehicles bought through any of Manheim’s channels.
- ✓ Provides secure and password-protected access for online payments.
- ✓ Set notifications to receive e-mails regarding title and arbitration status changes.



- ✓ The largest source of wholesale vehicle market data in the world.
- ✓ Sellers who price their vehicles right have an increased chance of selling their vehicles both in-lane and online.
- ✓ Buyers can use **MMR** to compare values for vehicles they purchase in-lane or online.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

InSight

Overview

Manheim **InSight ECR** is a premium, buyer-focused inspection product designed to increase in-lane and online success.

Manheim **InSight ECR** features our exclusive **AutoGrade**—an industry first system that calculates the proper Manheim/NAAA vehicle grade based on the collected vehicle information.

Vehicle images, inspection content, and **AutoGrade** appear online through Manheim's **Simulcast** and may also be posted with **OVE.com** listed vehicles.



Value

A consistent full disclosure inspection helps you to make an informed buying decision both online and in-lane. This offering protects both buyers and sellers and provides a decreased risk of arbitration and higher sales.



Primary Points

- ✓ Accurately depicts the physical condition of the vehicle using an objective, consistent, computer-based formula.
- ✓ Uses a cutting edge decimal grading system, which provides a more accurate view of the vehicle.
- ✓ Performed by certified inspectors who complete a bi-annual certification on their inspection knowledge and skill.
- ✓ Uses one set of inspection guidelines for all clients to guarantee consistency and quality.
- ✓ Provides increased buying confidence and effective comparison shopping.
- ✓ Allows for a clear understanding of vehicle condition and reconditioning recommendations.
- ✓ Provides a decreased risk of arbitration.
- ✓ Provides a higher sales percentage and price both online and in-lane.

InSight Advantage

- ✓ Manheim uses certified inspectors who capture images and information related to vehicle equipment and condition.
- ✓ Vehicle images, inspection content, and **AutoGrade** appear online through Manheim’s **Simulcast** and **OVE.com**.
- ✓ Manheim **InSight ECR** features our exclusive **AutoGrade** — an industry first system that calculates the proper Manheim/NAAA vehicle grade based on the collected vehicle information.

Other Related Products/Services

	<ul style="list-style-type: none"> ✓ Consists of both frame and mechanical inspections to evaluate the condition of vehicles purchased at Manheim locations. ✓ Offers either a seven-day or fourteen-day guarantee option for items inspected. ✓ Allows you to take advantage of the National Buyback Policy for qualifying vehicles purchased through OVE.com, an Online Event Sale, or Manheim Simulcast (with purchase of a full 14-day PSI).
	<ul style="list-style-type: none"> ✓ Sellers can use any of Manheim’s Frontline Service offerings to address and fix issues discovered through the InSight ECR before making the vehicle available to buyers. ✓ Buyers can use any of Manheim’s Frontline Service offerings to address and fix issues noted on the InSight ECR before making the vehicle available to retail customers on their lot.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.



Frontline Services adds value to our customers by saving them time and money while providing the highest standards of quality. We take days out of the process of getting cars to the auction, and cars arrive at dealerships ready to sell.

The **Frontline Services** team offers a variety of cosmetic and mechanical repair offerings for vehicles, in addition to **Post-Sale Inspections** that help to provide buyer confidence and seller credibility.

This section provides information on the four categories of **Frontline Services**, and the individual product offerings in each:

- Auto Body Repair
- Detail
- Light Mechanical Repair
- Post Sale Inspections



Auto Body Repair

Overview

Manheim performs small to fairly significant auto body repairs for customers. Our experienced repair shop team prepares repair estimates and completes quality repairs via a systematic, efficient process. Special paint booths enable Manheim's professionals to paint several vehicles of different colors without cross-contaminating the colors.

Body repairs result in better-looking vehicles, which generate more interest from potential buyers and higher selling prices.



Value

A properly repaired vehicle will not only sell for a higher price, but sell faster than a vehicle that has damage. Sellers who use **Manheim Auto Body Repair** shops know that the repairs are done right! Buyers also benefit from the wide range of body repair services we offer. With the ability to repair a wide range of damage, there is no need to go anywhere else. Using Manheim for all of your reconditioning needs means the vehicles can be repaired in one location with less down time. Dealers without body repair shops can benefit from partnering opportunities without the significant investment in employee costs, equipment, or space.

Auto Body Repair

Manheim repairs and paints more vehicles annually than anyone else. We offer a full spectrum of auto body repair services, ranging from minor cosmetic repair to major collision damage. Our experienced repair shop team prepares repair estimates and completes quality repairs via a systematic, efficient process. State of the art equipment and proper training ensures that vehicles are repaired correctly.



- ✓ Manheim has the most efficient **Auto Body Repair** process in the industry, enabling us to repair more vehicles annually than our competitors.
- ✓ At Manheim operating locations, our repair estimates are provided on-site by an experienced Manheim team, ensuring they are accurate so sellers can plan for their costs.
- ✓ Our proprietary processes yield solid, quality repairs.
- ✓ Customers also value our highly efficient repair process, because it cuts down on the time needed to prepare vehicles at auction.
- ✓ Customers can earn higher selling prices for their vehicles.
- ✓ All bodywork and paint refinishing guaranteed to be free of defects in workmanship for as long as the customer owns the car.
- ✓ Instant access to the latest repair technologies, sophisticated refinishing equipment, and highly experienced technicians are just some of the reasons **Manheim Auto Body Repair** is the smart choice for our customers.

Value (continued)

Brush Touch and Chip Wizard

Brush Touch and Chip Wizard are simple cosmetic repairs ideal for chips and scratches in exterior paint. Larger chips and scratches can also be improved through use of these processes. The repairs can be applied to all painted surfaces including side panels (doors, fenders, quarter panels, etc.), horizontal panels (hood, roof and trunk), bumper covers, and even mirrors. Brush Touch and Chip Wizard can be sold together or as individual products.



- ✓ Vehicles that look better sell better.
- ✓ Saves money compared to traditional paint techniques.
- ✓ Saves time since vehicles are ready to sell faster.
- ✓ Work is completed in just one day.
- ✓ Trained technicians are on call and ready to go to work.
- ✓ Quality of work is second to none.
- ✓ Satisfaction guaranteed.

Paintless Dent Removal

Working from behind the damage, a Dent Wizard trained **Paintless Dent Removal** technician can quickly and effectively remove dents and dings without affecting the vehicles original factory finish. Creases and damage to body lines and hail damage can also be repaired this way.



- ✓ Improves first impression of vehicle by reducing “notice-ability” of minor finish imperfections.
- ✓ Saves time and money by avoiding body shop “down time” and paint repairs all together.
- ✓ Services are fully insured.
- ✓ Ability to mobilize in the event of hail catastrophe.
- ✓ Largest trained and certified technician force in the industry.
- ✓ Industry benchmark for quality, service, and capabilities.
- ✓ Work is completed in just one day.
- ✓ Trained technicians are on call and ready to go to work.
- ✓ Quality of work is second to none.
- ✓ Satisfaction guaranteed.

Value (continued)

Partial Bumper Repair

Minor scuffs, scrapes, and abrasion damage that are limited to a smaller section of the bumper can be quickly repaired through Manheim's **Partial Bumper Repair** process. The repair process is effective on all types of finishes including textures and tri-coats.



- ✓ Cost-effective alternative to bumper replacement.
- ✓ Repairs can be completed before the vehicle arrives at the dealership.
- ✓ Existing bumper appearance blended to match all adjacent panels using OEM color matched paint.
- ✓ Saves time since the vehicle arrives at the dealership front line ready.

Pin Striping

Pin Striping is the finishing touch to assure that a vehicle stands out among the rest. It's a quick and inexpensive enhancement that instantly improves a vehicle's "curb appeal."



- ✓ Offers painted and stick-on pin striping options.
- ✓ Inexpensive enhancement to instantly improve "curb appeal."
- ✓ Can also be re-sold as a "dealer add on" if desired.
- ✓ Quick and easy to apply.
- ✓ Can be applied to any vehicle, including heavy trucks and specialty vehicles.

Wet Sand and Buff

For minor exterior damage and paint imperfections our **Wet Sand and Buff** cosmetic repair process is a quick and inexpensive solution to improve a vehicle's "curb appeal."



- ✓ Reduces and eliminates minor scratch damage.
- ✓ Restores factory finish making the vehicle look shiny and new.
- ✓ Car stays on the lot verses having to go to the body shop for repair.
- ✓ Delivers instant "curb appeal" to get the vehicle noticed.
- ✓ Can be applied to just about any surface.
- ✓ An excellent compliment to **Brush Touch and Chip Wizard**.

Value (continued)

Wheel Repair

Manheim offers a full array of **wheel repair** processes. Painted alloy wheels and plastic wheel covers can be restored to their original finish quickly and inexpensively.



- ✓ Cost-effective alternative to wheel and wheel cover replacement.
- ✓ OEM color matched paint is used to assure a consistent finish with all other wheels on the vehicle, including wheels that do not require repair.
- ✓ Work is completed in just one day.
- ✓ Trained technicians are on call and ready to go to work.
- ✓ Quality of work is second to none.
- ✓ Satisfaction guaranteed.

Windshield Repair

For minor windshield chips, the **windshield repair** process is a quick and inexpensive solution to improve a vehicle's "curb appeal." The repair can be applied to all windshield surfaces and is an effective method to repair small chips and cracks without having to replace the entire windshield.



- ✓ Removes minor chips in windshields.
- ✓ Quick and inexpensive solution to improve a vehicle's "curb appeal."
- ✓ Eliminates the need for windshield replacement.
- ✓ Vehicle becomes frontline ready more rapidly versus waiting on a windshield replacement.
- ✓ Immediately improves "curb appeal."

Windshield Replacement

Broken windshields and vehicle glass are not only a hindrance to sales, but a safety concern as well. For this reason, Manheim now offers windshield and glass replacement services at all locations. The service is provided through the Manheim Body Shop so all work is high quality, fast, and guaranteed. Glass from companies such as PGW, Guardian, Mopar and Carlite (as well as many others) is sourced through our network of local wholesalers, and OEM glass is also available upon request. Pricing is easy with our flat windshield pricing policy which is available on most standard windshields. Non-standard windshields and tempered glass are also available at competitive prices.



- ✓ Simple, flat pricing structure on all standard windshields.
- ✓ Broken glass is a safety issue and in some states cars cannot be titled if not repaired properly.
- ✓ Simple, one stop approach.
- ✓ Most glass replacements are performed within 24 hours.
- ✓ High quality and OEM glass options available.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Detail Services

Overview

Manheim sets itself apart from its competitors by offering a choice of four detailing levels. Manheim also offers a la carte services that allow sellers to customize the detail process, a service that is especially attractive to national accounts. Buyers and sellers count on Manheim's stringent quality control process, and the fact that its detail services are consistent across the country. They also value Manheim's use of recognized, leading, brand-name chemicals, including *AutoMagic*, *CarBright* and *Meguiar's* brand products, for its detailing work. In addition, Manheim works hard to alert buyers to the special attention that detailed vehicles deserve to receive.



Value

Clean, shiny cars sell better and faster! Properly detailing a vehicle before the sale results in a higher sales price and an increased sales percentage. A clean car has a higher perceived value to buyers regarding the vehicle's condition. Buyers who take advantage of Manheim's detail services after the sale know that their vehicles are retail ready. Vehicles can be frontline ready quicker, which can equate to more profit for dealers.

Detail

Manheim offers a wide range of **Detail** services. From simple washing to the two levels of customized detail services (Value and Retail Ready), customers can select the service level that optimizes the cosmetic appearance of their vehicles. The **Detail Double Check** symbol indicates a vehicle has been reviewed by one of Manheim's trained inspectors. These inspectors have the authority to reject vehicles that do not meet our stringent quality standards.



- ✓ Manheim sets itself apart from its competitors by offering a choice of different levels of detailing.
- ✓ **Retail Ready Detail** was specifically developed to satisfy the needs of dealers.
- ✓ Buyers and sellers can count on Manheim's stringent quality control process, and the fact that detail services are consistent across the country.
- ✓ Manheim only uses recognized, industry-leading, brand-name chemicals for its detailing work.
- ✓ Manheim works hard to alert buyers to the special attention detailed vehicles receive.

Value (continued)

Headlight Brightening and Restoration

Headlight brightening and restoration quickly restores the original clarity and luster to foggy or yellowed headlights. It is quick, inexpensive, and dramatically improves a vehicle's "curb appeal."



- ✓ Cost-effective alternative to headlight assembly replacement.
- ✓ Quickly restores headlights to a "like new" condition.
- ✓ Maximizes the headlights brightness for better visibility.
- ✓ Quick way to make the vehicle ready to sell at a higher margin.
- ✓ Promotes safety and helps the vehicle pass safety inspections.

Interior Repairs

Manheim's interior repair processes are used to improve the appearance of burns, tears, scratches and stains on interior surfaces of the vehicle. These areas include seats, carpets, plastic, leather, vinyl, cloth, steering wheels, doors, cargo areas, headliners, and consoles. Vehicle deodorization can also be performed. These repairs are completed with a number of different processes.



- ✓ Repairs available for all interior types including leather, vinyl, velour, plastic, fabrics, and carpets. (Select locations only.)
- ✓ Reduces or eliminates interior damage from burns, tears, scratches, stains, and odors.
- ✓ Improves first impression and overall sales appeal.
- ✓ Restores that fresh, like-new appearance without costly replacements on components such as carpets, seat covers, and headliners.
- ✓ Repairs completed in a timely manner at the operating location.
- ✓ State-of-the-art deodorization technology assures unpleasant odors are gone for good.
- ✓ Quick and inexpensive repairs assure that vehicles are ready to sell when they arrive on your lot.
- ✓ Saves money versus the cost of replacement.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Light Mechanical Repairs

Overview

Manheim provides a full spectrum of mechanical repairs on a wide range of vehicle makes and models. Mechanical checks typically review items of concern discovered by pre-sale electronic condition reports or **Post-Sale Inspections (PSI)**. A mechanic determines which mechanical problems, if any, exist and provides an estimate of the potential repair cost to the consignor. Sellers can request that repairs are made prior to a sale, and buyers can request repairs after they purchase a vehicle.



Value

Buyers benefit by repairing the items discovered prior to returning a vehicle to their location. Using Manheim as a one-stop-shop for all light mechanical repairs means that a vehicle can be retail ready quicker. Manheim technicians are some of the most experienced in the industry. They have access to the latest tools and equipment to assure that the work is done correctly. Manheim stands behind every repair.

Primary Points

- ✓ Manheim has the largest and most efficient auction repair shops repairing more vehicles annually than our competitors.
- ✓ Manheim mechanics are experienced and well equipped.
- ✓ Manheim mechanics can be trusted to perform all light to moderate repairs in a professional manner.
- ✓ Sellers can feel confident that the repairs made to a vehicle prior to the sale will equate to a positive buying experience.
- ✓ The reputation of a seller whose vehicles are mechanically sound is very important.
- ✓ Modern cars require expensive scan tools to perform many basic services. Most small shops cannot afford these scanners or the multiple updates needed.
- ✓ Small mechanical issue's left unchecked can lead to larger more expensive repairs. Additionally, if a known mechanical problem is ignored, it can reflect badly on the seller in the event of a failure involving the vehicle.

Support

Manheim.com	1-800-MANHEIM info@manheim.com 1-800-777-2053 preguntas@manheim.com (Spanish)	Customer support for all Manheim products and services.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.
Reconditioning Operations	678-645-2559	Reconditioning questions and concerns.

Post-Sale Inspection

Overview

Post-Sale Inspection (PSI) is a service offered to franchised dealers, independent dealers, and wholesalers who purchase a vehicle through Manheim. Manheim **Post-Sale Inspections** are available with either seven-day or fourteen-day guarantees. Often, sellers offer buyers a post-sale inspection with the purchase of a vehicle to help build a good reputation among the buyer base.



Value

Manheim **Post Sale Inspections** help keep deals together and provide you with peace of mind. By purchasing a **PSI** you have assurance that the vehicle purchased has passed a rigorous test, was properly represented by the seller, and Manheim's guarantees that the vehicle meets your expectations. Further, Manheim stands behind every inspection for seven or fourteen days after **PSI** completion, depending on the option purchased.

Primary Points

- ✓ Manheim guarantees that vehicles meet expectations and were correctly represented.
- ✓ Helps buyers resolve discrepancies before vehicles leave the auction.
- ✓ Allows you to focus on buying rather than inspecting vehicles in the lane.
- ✓ Sellers can offer a free **Post-Sale Inspection** with the purchase of a vehicle.
- ✓ Online purchasers are eligible for Manheim's **National Buy Back** program when a full fourteen-day **PSI** is purchased for the vehicle.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Manheim Market Report

Overview

Manheim Market Report (MMR) is the premier indicator of wholesale vehicle prices based on millions of sales transactions for the previous 13 months.

The averages that **MMR** provides are completely neutral, without editorial opinion or bias. Updated calculations are performed every night and accessible to registered dealers via **Manheim.com**, providing the most accurate vehicle values in the business.

VIN Decoder (first 10 digits): [Printable Version Help](#) V 5.4.0

Description
 Year: 2009
 Make: B M W
 Model: X SERIES
 Style: X5 4.8i SPORT ACTIVITY VEHICLE

Options
 Select Country: US
 Select Region: National
 Seasonal Adjustment: No

Prices | Transactions | Auctions | Summary | Reports

Auction Averages

Zeroes Indicate No Recent Auction Sales. See "Transactions"

For Week Ending Jan 3

	Above	Average	Below	Nov 2009	Jul 2009	Jan 2009
Sale Price	\$58,144	\$53,298	\$48,452	\$53,296	\$57,481	\$0
Odometer	4,210	6,780	9,350	7,729	7,095	0
Total Sold All		47		45	18	0

Average Auction Odometer: 6,780 [Change Odometer](#) [Restore Auction Odometer](#)

Prices are based on more transactions than shown under 'Transactions', above.

Jan 8 - Jan 15 2010

	Above	Average	Below	Feb 2010	Jan 2011
Auction	\$55,800	\$52,700	\$49,500	\$51,800	\$41,700
Est. Retail	\$68,000	\$64,000	\$59,800	\$63,000	\$49,400

Value

MMR is the most-used resource of used car managers because it provides the most accurate up-to-date market information. In addition, it uses benchmarks for comparison values and provides objective data showing actual prices paid for similar vehicles.

Primary Points

- ✓ Largest single source of wholesale vehicle market data in the world.
- ✓ No editorial opinion or business bias.
- ✓ Prices reflect regional differences so they are most accurate to each local market.
- ✓ Calculations are based exclusively on auction sales transactions, and are 100% impartial with no biases toward the interests of any set of users.
- ✓ Has 10,000 unique visitors per day on the MMR Internet site.
- ✓ Sellers who accurately price vehicles to the market have increased sales.
- ✓ Access MMR from the **Manheim iPhone and Android apps** to access to vehicle values while on the go.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Manheim Financial Services (MAFS)

Overview

Manheim Financial Services (MAFS) provides vehicle inventory financing (floor planning) for independent retailers, wholesalers, and rental dealers in the U.S. and Canada.

MAFS provides access to per car insurance services, as well as a receivables funding program for established Buy-Here Pay-Here **MAFS** customers. In addition, **MAFS** offers a number of other specialized inventory financing programs for experienced dealers, such as *Recreational Vehicle*, *Powersports*, *Motorcycle*, and *Big Truck*.



There are two main **MAFS** products: **Inventory Financing** and **Rental Inventory Financing**.

Value

MAFS offers you a preferred status with optimum customer service, while providing simplicity in the process of buying, flooring, and selling vehicles. All Manheim operating locations across the U.S. and Canada have a **MAFS** office and service-oriented staff to meet your floor plan needs. In addition, **MAFS** is also available in more than 120 independent non-Manheim auction locations.

Primary Points

- ✓ Offers short-term inventory financing with competitive rates.
- ✓ Provides industry-leading customer service and administrative services.
- ✓ Provides purchasing power at 200+ auctions in the U.S. and Canada.
- ✓ Provides purchasing power online.
- ✓ You can make **MAFS** payments online through myAccount.
- ✓ Provides access to per car insurance services.
- ✓ Specialized inventory financing programs (*Recreational Vehicle*, *Powersports*, *Motorcycle* and *Big Truck*.)

MAFS Advantage

- ✓ **MAFS** offers competitive pricing and industry-leading customer service.
- ✓ All Manheim North American operating locations have a **MAFS** office with service-oriented staff to provide valuable administrative services.
- ✓ In addition to Manheim, **MAFS** can be used to purchase vehicles at all **National Auto Auction Association (NAAA)** member auctions.
- ✓ **MAFS** can be used to purchase vehicles online.
- ✓ Manage your **MAFS** account and make payments online 24/7 through **myAccount** or **usemafs.com**.

MAFS Individual Offerings

Gold Program	<ul style="list-style-type: none"> ✓ Is a 90 day floor plan. ✓ Provides up to 100% financing of the auction price. ✓ Provides industry-leading customer service.
45 Special Program	<ul style="list-style-type: none"> ✓ Is a 45 day floor plan. ✓ Easy sign-up / application process. ✓ Provides industry-leading customer service.
Rental Inventory Financing	<ul style="list-style-type: none"> ✓ Designed specifically for experienced rental dealers. ✓ Offers up to 24 months financing. ✓ Provides up to 100% financing. ✓ Provides industry-leading customer service.
Receivables Funding Program	<ul style="list-style-type: none"> ✓ Designed for experienced Buy-Here Pay-Here customers. ✓ Provides point-of-sale funding on retail contracts. ✓ Provides industry-leading customer service.

MAFS Individual Offerings (continued)

<p>Big Truck Inventory Financing</p>	<ul style="list-style-type: none"> ✓ Floor plan financing. ✓ Provides extended terms by product type.
<p>Recreational Vehicle Inventory Financing Motorcycle Inventory Financing Powersports Inventory Financing</p>	<ul style="list-style-type: none"> ✓ Floor plan financing. ✓ Provides extended terms by product type.
<p>MAFS Advantage</p>	<ul style="list-style-type: none"> ✓ Provides a partnership with <i>Credit Union Direct Lending (CUDL)</i> and <i>Finance Express</i>. ✓ Provides access to local, regional, and national retail lending sources.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Select Lane

Overview

The **Select Lane** provides an efficient way for buyers to find the late-model vehicles that they need, while at the same time, giving sellers access to a motivated group of buyers.

Consignment Eligibility:

- Must be a General Motors franchised dealer
- Dealer must have an **AuctionACCESS** number
- Dealer must price vehicles within 110% of **MMR**

Vehicle Eligibility:

- Any vehicle owned by a General Motors franchised dealer
- Must be five (5) model years old or newer
- Must have 75,000 miles or less
- Must arrive at the auction 48 hours prior to the sale
- Must receive an **InSight ECR & Lane Standard Wash & Vacuum**



Value

Primary Points

For Sellers

- ✓ Provides special promotional visibility.
- ✓ Offers a flat fee structure.
- ✓ Provides Manheim representation for all vehicles.
- ✓ All vehicles receive an **InSight ECR** and a lane wash.
- ✓ No brand restrictions means that all vehicles that meet the eligibility criteria can be entered into the sale.
- ✓ Consistency across the lane ensures that all sellers have the same opportunity.

For Buyers



- ✓ Provides a good selection of quality, late-model vehicles.
- ✓ Offers over 2,000 vehicles each week.
- ✓ All vehicles are on **OVE.com** and buyers can locate specific vehicles using **PowerSearch**.
- ✓ Manheim stands behind every transaction, with arbitration for undisclosed vehicle discrepancies, and available **Post-Sale Inspections** so that you can retail vehicles with confidence.

Select Lane Advantages

A recent analysis conducted on this program revealed the following about vehicles offered and sold through the **Select Lane**:

- ✓ Vehicles receive on average 18% higher bids than other dealer vehicles.
- ✓ The Simulcast sales percentage is 4% higher than other dealer lanes.
- ✓ The average sales price on **Simulcast** in this program is \$20,527.
- ✓ Average price of **MMR** retention is 104.2%.
- ✓ The average sales percentage of vehicles sold in this program is 4.2% higher than regular dealer sales.
- ✓ The average sales price in-lane is \$19,146.
- ✓ The average miles are 34,563.
- ✓ The lane features a mixture of both GM and non-GM models, and all are excellent sellers in this lane.

Other Products/Services

	<ul style="list-style-type: none"> ✓ Franchise dealers can list all of their units online and have an end-to-end solution for moving the unsold vehicles to in-lane. ✓ Offers Select Lane Online Event Sales.
	<ul style="list-style-type: none"> ✓ Buyers are now able to view all vehicles offered for sale in the Select Lane by specifically looking up “Select Lane.”

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Specialty and Heavy Truck & Equipment

Overview

Select Manheim auctions have expanded their sale offerings to include six unique categories of product: *Boats, RVs, Motorcycles, PowerSports, Medium to Heavy Duty Trucks, and Equipment.*

These regularly scheduled auctions also feature specialized facilities, staff, and service.



Value

Manheim is now the #1 market leader in the Boat and RV categories and the #2 market leader in Motorcycle, PowerSports and Medium to Heavy Duty Truck & Equipment sales. **Specialty** products on average sell between 30 to 40 percent more than the competition at Manheim branded sale locations, while **Heavy Trucks & Equipment** sells between 10 -15 percent more. Four out of five specialty products are sold at a branded sale location.

Primary Points

- ✓ Branded sale locations are equipped to deal with these “unique” product varieties, and have staff that are specially trained to ensure proper handling of this equipment.
- ✓ The **Specialty and Heavy Truck & Equipment** business provides national branding and marketing direction to “new Manheim customers” such as Boat and RV dealers.
- ✓ This business coordinates multi-location and national sale events.
- ✓ The **Specialty and Heavy Truck & Equipment** national team is organized by industry with dedicated resources for all six categories.
- ✓ Customers have access to the calendar of events and location information through our web site or dedicated phone number.
- ✓ Marketing materials are provided including auction handbooks, quick-start guides, dealer sales kits, mailers, postcards, and e-mail blasts.
- ✓ Manheim has specific arbitration policies that apply to Specialty units and Medium to Heavy Duty & Equipment units.
- ✓ Online sales through **www.ManheimSpecialtyAuctions.com** are strong: 39% Specialty / 21% Heavy Truck & Equipment.
- ✓ Established operational best practices specific to this product.

Boats/RV | Motorcycle/Powersports | Heavy Truck & Equipment Advantage

- ✓ Manheim is the market share leader in Boats/RVs, Motorcycle/Powersports, Heavy Truck & Equipment. **Manheim Specialty** has a strong service-oriented approach — we make our dealers feel welcome and respected regardless of how much they buy/sell.
- ✓ We have strong local and national marketing efforts to focus on frequent buyers of **Specialty** products. Our national network of locations make Manheim an excellent solution regardless of where the inventory originates. In addition, **OVE.com** provides an opportunity for dealers to sell their Specialty units outside of the traditional auction.
- ✓ Manheim has highly trained technicians to handle and inspect **Specialty** units which leads to higher sales percentages and returns at Specialty branded locations.

Other Related Products/Services

ove.com



- ✓ Dealer can use the site as a “virtual backlot” for their customers without disclosing vehicle price.
- ✓ Dealer can make vehicle purchases 24/7.
- ✓ Dealer can access pre-sale inventory before the physical auction.
- ✓ *Thursday Thunder* sales allow dealers to access inventory in-between regularly scheduled monthly sales.



- ✓ Customers can select the service level that optimizes the cosmetic appearance of their vehicles.
- ✓ Manheim offers à la carte services that allow sellers to customize the detail process.
- ✓ A stringent quality control process assures the customer that Manheim’s detail services are consistent across the country.



- ✓ Serves thousands of franchised and independent dealers in the U.S. and Canada, with short and long term floor planning.
- ✓ You can use **MAFS** at any Manheim location in the US, Canada, and Puerto Rico.
- ✓ Expands your capability to purchase vehicles for your business.
- ✓ Floor planning available for most vehicles (excluding boats and personal watercraft).

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
Specialty and Heavy Truck & Equipment	1-877-704-4636 www.manheimspecialtyauctions.com www.manheimheavytruckauctions.com	Access to calendar of events, location information and new dealer registration.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Manheim Consulting

Overview

Manheim Consulting is a team of automotive strategy consultants and analysts who turn information into actionable solutions.

Manheim Consulting combines the most comprehensive automotive database with industry expertise and sophisticated analytical techniques to offer clients highly customized solutions to their existing business challenges.

Manheim Consulting also publishes a monthly **Auto Industry Brief** and annual **Used Car Market Report** that help dealers stay knowledgeable on topics, trends and events affecting the entire automotive industry, including dealer retail and wholesale platforms, finance and other related topics.



Value

Through data analysis, trending reports, and hands-on consultative services, **Manheim Consulting** provides clients with valuable insights and information that help them achieve their business goals.

Primary Points

- ✓ Helps you to improve the overall efficiency of operations through simulation modeling.
- ✓ Helps you to set wholesale prices to optimize vehicle values.
- ✓ Helps you to evaluate return on investment for various value-added services.
- ✓ Helps you to understand auction supply and optimum re-marketing channel selection.
- ✓ Provides customized insights that can help in many areas of dealership re-marketing, both in buying and selling.
- ✓ Helps you understand the economic factors affecting the automotive business and how to interpret and react to these changes.

Support

Manheim.com	1-866-MANHEIM (626-4346) info@Manheim.com (English and Spanish)	Customer support for all Manheim products and services.
Manheim Consulting	1-800-777-2053 consulting@manheim.com	Customer Support for all consulting services.
MAFS Customer Service	1-877-USE-MAFS UseMAFS@manheim.com www.usemafs.com	MAFS-related customer service.
AuctionACCESS	1-800-665-2133 www.auctionaccess.com	Dealer assistance with AuctionACCESS number or account.

Manheim
6205 Peachtree Dunwoody Road
Atlanta, GA 30328
www.manheim.com

