



25<sup>th</sup> January 2010

### **Manheim Auctions, Bruntingthorpe takes off**

[Manheim Auctions](#)' new super-centre at Bruntingthorpe, a former US Airforce base in Leicestershire, had a successful take off last week with a special Lombard Vehicle Management sale of 365 cars, including 60 prestige vehicles. The auction attracted nearly 300 buyers to the hall and online via Simulcast. The total value of vehicles sold was over £3.5 million and interest was especially strong in the prestige section which achieved 103% CAP Clean and an 80% conversion rate.

Richard Richmond, Head of Remarketing, Lombard Vehicle Management said: "Bruntingthorpe is a very impressive location with excellent facilities and I was very encouraged by the quality of the buyers attending and the values achieved. Lombard Vehicle Management has a strong working relationship with Manheim and I have no doubt that the success of Bruntingthorpe will further strengthen that partnership."

Mike Pilkington, Managing Director, Manheim Remarketing added: "Manheim Auctions' activity at Bruntingthorpe has got off to a great start and I am delighted by the success of this inaugural Lombard Vehicle Management sale which attracted many high profile buyers. This new super-centre further enhances Manheim's capability and enables us to set new standards in vehicle remarketing. I am confident that this new Midlands location for Manheim will prove very popular with both vendors and buyers in the months and years to come."

Forthcoming Wednesday auctions at Bruntingthorpe will take place at 10:30am on February 3<sup>rd</sup> and 17<sup>th</sup> and March 10<sup>th</sup> and 24<sup>th</sup>. The auction programme will expand during 2010 with regular sales on behalf of manufacturers and fleet and leasing companies, covering the full range of cars, vans and trucks. Manheim Auctions, Bruntingthorpe is located off J20 of the M1. More information is available at [www.manheim.co.uk](http://www.manheim.co.uk).

**Ends**

### **About Manheim**

Manheim is the world's largest automotive services company and, through its unparalleled range of products and services, drives every stage of the used vehicle lifecycle. Officially voted Britain's Best Remarketing company for the last 4 years, Manheim handles nearly 10 million used vehicles worldwide, facilitating transactions representing nearly \$59 billion in value. Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the world's leading media companies and providers of automotive services. Throughout the world Manheim has over 130 remarketing operations in five Continents, including 38 European locations. In the UK, there are 3 business divisions:

**Manheim Remarketing:** providing a national physical auction network, comprising 19 centres of which 7 have dedicated commercial vehicle activities; a dedicated trade-only direct sales channel; 3 online bidding /sales channels. It includes the brands of Manheim Auctions and vrs.



**Manheim DeFleet Services:** providing vehicle inspection; asset management and recovery service; SMART repair, reconditioning and pre-sale preparation; transport; logistics; full defleet management and outsourced end-of-contract administration. It includes the brands of Manheim SMART Repair, Manheim Inspection Services and Manheim Asset Management.

**Manheim Retail Services:** providing retail marketing support including point-of-sale materials; used car stock locators; professional vehicle photography; online retail sales portals, sales lead management software and aftersales CRM software. It includes the brands of Portfolio, Carmony.co.uk, e-GoodManners and Real Time Communications,

**For further information, please contact:**

Andrew Andersz  
JJ (for Manheim)  
Tel: +44 (0)1865 343100  
Email: [andrew.andersz@thejjgroup.com](mailto:andrew.andersz@thejjgroup.com)  
Website : [www.manheim.co.uk](http://www.manheim.co.uk)