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Manheim Auctions, Wimbledon secures Fiat Direct contract

Manheim Auctions, Wimbledon has been selected by Fiat Direct for the remarketing of its part exchange vehicles following a trial involving several auction centres and companies. The launch of Fiat Direct in Hayes, West London in 2009 resulted in the retail sales of more than 400 late plate Fiats in just five months generating almost 100 quality part exchange vehicles.

Mark Brown, General Manager at Fiat Direct said: "Several auction venues were given the opportunity to demonstrate their remarketing capability and the enthusiasm and friendly professionalism of the team at Wimbledon outshone everyone. Having decided to adopt a policy of auction only disposal it was essential that we found an auction team and venue that could produce the best return on these sales."

Neil Hodson, Dealer Sales Director, Manheim Auctions added: "The Fiat Direct contract is a further boost for the team at Wimbledon who excelled and clearly demonstrated its capability, expertise and enthusiasm. Business conditions will be generally challenging in 2010 but I have every confidence that we will support Fiat Direct with a strong direct-to-market solution for its part exchange stock."

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,

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