



8<sup>th</sup> February 2010

### **Manheim Auctions strengthens relationship with Peugeot**

[Manheim Auctions](#) has strengthened its relationship with Peugeot with the announcement of an extended auction programme for 2010. A total of 84 car auctions and 36 van auctions will take place throughout this year at Bristol, Colchester, Gloucester and Leeds. This is an increase of 100% and 125% respectively over the 2009 auction programme.

This extended auction programme follows a year in which the Peugeot partnership with Manheim has evolved following the announcement of a three-year contract in January 2009. This contract for the remarketing of cars and light commercial vehicles was complemented by a three-year contract for the inspection, collection, storage, reconditioning and dealer delivery of vehicles on behalf of Peugeot Contract Hire.

Mark Pickles, Used Vehicle Operations Manager at Peugeot said: "The extended auction programme demonstrates our confidence in Manheim's ability to meet our remarketing targets and to maximise the value of our assets. I am pleased with the way that the relationship with Manheim has evolved during the past year and look forward to a successful 2010 and beyond."

James Leese, Sales Director, Manheim Manufacturer Remarketing Services added: "We were delighted to have been awarded this business from Peugeot at the beginning of last year and since then have demonstrated our capability across the full remarketing spectrum. Manheim meets the needs of Peugeot and its dealers very well and provides a very efficient and effective way to remarket used vehicles that is especially suited to manufacturer closed sales."

**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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