



12<sup>th</sup> March 2010

**Star debut for new Mercedes-Benz E-Class at Manheim Auctions, Bristol**

At a recent Mercedes-Benz UK Closed Auction at Manheim Auctions, Bristol 150 vehicles from the Mercedes-Benz and smart range were offered, including the much anticipated auction debut of the new E-Class Saloon and Coupé.

The new E-Class has had a successful launch in the new car market and the E-Class has always performed well in the used car market. It was therefore no surprise that the arrival of new E-Class in the auction hall drew some lively bidding from the 58 registered dealers both in the auction hall and online, resulting in the new E-Class (Saloon and Coupé) entries selling at an average price of £32,711.

The average price of the new E-Class Coupé was £37,660, equivalent to 119% of Glass's Guide price (90% of new list), while the coveted E350 CDI BlueEFFICIENCY SE Coupe and E500 Sport Coupe examples sold for £36,100 (126% CAP and 124% Glass's Guide) and £42,900 (123% CAP and 122% Glass's Guide) respectively.

The new E-Class saloon averaged a selling price of £31,017 equating to more than 81% of the new list price. Both the E350 CDI BlueEFFICIENCY and E250 CDI BlueEFFICIENCY Sport models sold well at £34,200 (120% CAP and 114% Glasses Guide) and £32,100 (106% of both CAP and Glass's guide) respectively.

Speaking at the launch, Barry Peat, Head of Used Car Remarketing, Mercedes-Benz UK commented: "The new E-Class is the perfect embodiment of the brand's core values of timeless design, craftsmanship and innovation. We are delighted with the prices achieved today. They reflect the desire in the market for these class leading models. Our partnership with Manheim Auctions enables us to ensure the new E-Class is presented in an environment appropriate for its status and ensures our remarketing objectives continue to be achieved."

James Leese, Sales Director, Manufacturer Remarketing Services, Manheim added: "We are very pleased with the success of the auction debut of the new E-Class at Bristol. Manheim has a good relationship with Mercedes-Benz UK and the success of this auction further demonstrates Manheim's remarketing capability and expertise."

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**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 dealer websites, used car stock locators, professional vehicle photography, showroom systems, sales lead management software and innovative aftersales customer contact systems. It includes the brands of Manheim Retail Marketing (formerly Portfolio), Manheim Lead Management (formerly e-GoodManners) and Manheim Aftersales Solutions (formerly RTC) and Carmony.co.uk..

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