



18th March 2010

Auction Debut for Škoda Yeti at Manheim

The new Škoda Yeti, which combines the benefits of a 4x4 vehicle with the practicality of a family hatchback, had an impressive auction debut at a recent Škoda closed sale at [Manheim Auctions](#), Leicester. Several 4x4 Yetis were amongst 146 entries with the diesel variants achieving up to 90% of list price and the petrol entry 82%. The well-attended sale saw Škoda achieve some impressive results with every vehicle selling and an overall result of 105% of CAP Clean.

Paul Grimsley, National Rental & Used Vehicle Manager, Škoda UK said: "Naturally I am pleased with the Yeti's initial sale values. I have always been confident that our representative in the crossover segment would be an excellent used car proposition and the result confirms this. We have a very important year ahead of us and will introduce the first used Superb Estates later in the year which I believe will also set a new benchmark."

James Leese, Sales Director, Manufacturer Remarketing Services, Manheim added: "We are delighted that Škoda enjoyed a very positive auction debut for the Yeti. It reinforces the strength of the brand and I believe will also strengthen Manheim's relationship with Škoda."

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 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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Editors' Notes

Škoda is the manufacturer of happy drivers:

- Škoda UK increased its market share in 2009 to 1.9% with 37,253 sales, higher than 2008.
- Škoda Auto sold a record of over 684,000 cars in 2009, an increase of 1% over 2008.
- Škoda Yeti has been named Best Family Car in the 2009 *Top Gear* Awards.
- The new Škoda Superb Estate is *Top Gear's* Best Luxury Car 2009.
- Škoda is the winner of *Auto Express's* Driver Power award 2009 for customer satisfaction.
- Škoda is the Best Manufacturer in the 2009 *Auto Express* Driver Power survey.
- Škoda has been in the top five in the JD Power Survey of Customer Satisfaction for the past 14 years.
- The Škoda Superb is *Auto Express's* 'Best Family Car 2009'.
- The Škoda Superb is *What Diesel?* 'Best Large Car'.

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