



22nd March 2010

Listers Group appoints Manheim Auctions as remarketing partner

[Manheim Auctions](#) has been appointed by the multi-franchise Listers Group as its exclusive partner for the remarketing of up to 10,000 part exchange vehicles each year. The high value part exchange vehicles will be offered for sale at Manheim's auction centres in Birmingham and Leeds every Wednesday beginning on 14th April. The family owned Listers Group, founded in 1979, has dealerships in the Midlands, Lincolnshire and Hull and operates franchises on behalf of Audi, BMW, Honda, Lexus, Mercedes-Benz, MINI, Seat, Smart, Toyota and Volkswagen.

Tim Bradshaw, of Listers Group said: "Listers has explored a number of routes for remarketing in the past for the disposal of its part exchange vehicles but we feel the time is now right for the introduction of a consolidated remarketing strategy throughout the Group. Manheim Auctions has the capability, expertise and flexibility to ensure that we achieve our remarketing objectives."

Mike Pilkington, Managing Director, Manheim Remarketing added: "I am delighted that the Listers Group has decided to award this exclusive remarketing contract to Manheim Auctions. I'm confident that these additional part exchange vehicles will further enhance the successful auction programmes at our auction centres in Birmingham and Leeds and I am also hopeful that this decision by Listers will encourage other large dealer groups to review their existing vehicle remarketing strategies."

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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