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Strong demand for 4x4s at Manheim Auctions, Rotherham

Even though the worst of the winter weather may have passed, demand for 4x4s remains as strong as ever. A recent, dedicated 4x4 sale at [Manheim Auctions](#), Rotherham resulted in a 100% conversion rate for the Ford Credit Land Rover vehicles offered and average values achieved 104% of CAP Clean. This sale was the latest in Rotherham's specialist 4x4 auction programme, held on the first Wednesday of every month, and attracted nearly 200 buyers, 82 of whom were bidding online via Simulcast, Manheim Auctions' online broadcast of physical auctions.

Colin Normoyle, Remarketing Specialist, Ford Credit said: "There were some strong performances at auction especially our offering of Land Rover product at Rotherham. Despite significant increases in CAP in this sector over the past 12 months all units offered sold on the day. The bidding for stock by both physical and online buyers was at times frantic with demand for stock intensifying as the auction progressed. The result was even more impressive considering CAP's positioning on a three-year old Discovery 3 has increased by in excess of £6,000 since March 2009."

Mal Johnson, Auction Centre Manager at Rotherham added: "These dedicated 4x4 sales have proved very successful since their introduction in June 2002. Rotherham has established itself as a specialist in the sector and we attract buyers from Cornwall to Aberdeen because of the great range of product we offer. Demand for 4x4s has been particularly intense following the recent spell of bad weather."

The next 4x4 auction at Manheim Auctions, Rotherham will take place on Wednesday, 7th April.

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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