



12th April 2010

Westover Group signs up for Manheim Auctions' unique Seller Advance

Following a successful trial, the Westover Group has joined the growing number of dealers and dealer groups that have adopted Seller Advance, [Manheim Auctions'](#) unique valuation and up-front payment service by signing a 12 month contract. The Westover Group is one of the South's largest independent car dealer groups representing 12 manufacturers across 20 locations in Dorset, Wiltshire and Hampshire. More than 90 dealers have now signed-up for Seller Advance since its launch in the middle of last year.

Paul Dillon, Group Operations Director, Westover Group said: "The quality and consistency of the valuations provided by Seller Advance has been very important and has helped us to make a seamless transition from trading to using auctions for our remarketing activities throughout the Group. Seller Advance has enabled us to monitor vehicle appraisal standards throughout the Group and we have been very impressed with the service levels provided by Manheim Auctions at Wimbledon."

Neil Hodson, Dealer Sales Director, Manheim Remarketing added: "The interest in Seller Advance since its launch last July continues to grow as more and more dealers learn about the benefits. Seller Advance gives dealers much more than an accurate part exchange valuation. It was created to address the needs of small to medium sized dealers in particular as it takes the hassle out of the part exchange process, guarantees their cash-flow at a crucial time and significantly improves the level of management information and control."

The key to the success of Seller Advance is the valuation engine which provides 95% of requests with an instant valuation based on real-time data updates direct from Manheim Auctions. The Manheim Auctions valuation engine has consistently returned values with less than a 3% margin of error and has proved vital to dealers in recent unusual market conditions. Such accuracy also provides an essential support in converting enquiries into sales and maximising the profitability from each retail opportunity.

end

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.

For further information, please contact:

Andrew Andersz
JJ (for Manheim)
Tel: +44 (0)1865 343100
Email: andrew.andersz@thejjgroup.com
Website : www.manheim.co.uk