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BMW convertibles take off at Manheim Auctions, Bruntingthorpe

BMW marked its auction debut at [Manheim Auctions](#), Bruntingthorpe with a dedicated convertible sale featuring 197 vehicles which achieved 111.90% CAP Clean, a 100% conversion and a sales value of £3.5 million. A total of 134 buyers, more than a third of whom were logged on via Simulcast, were involved in very lively bidding for the convertibles on offer, 92% of which were sold to BMW Franchised Dealers. Vehicles included BMW 1, 3 and 6 series, BMW Z4 and MINI models with the top performer a 2007 MINI Cooper S convertible which achieved 135% CAP Clean.

Tony Dean, BMW Group Remarketing Manager said: "Whilst convertibles are in demand Manheim's presentation and attention to detail of both our BMW and MINI product ensured we had one of our strongest auctions this year. This was an excellent result for our debut BMW/MINI sale at Bruntingthorpe."

James Leese, Manheim's Sales Director for Manufacturer Remarketing, added: "Convertibles are in great demand at the moment as the strong CAP Clean values achieved and the 100% conversion demonstrate. The success of this sale strengthens Manheim's relationship with BMW and reinforces Bruntingthorpe's flagship status not only within the Manheim network of auction centres but also within the UK remarketing industry."

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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..

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

Press Release

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