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Seller Advance dealers flock to Manheim Auctions, Wimbledon

An ever increasing number of dealers have started using [Manheim Auctions](#), Wimbledon as a result of Seller Advance, Manheim's unique valuation and up-front payment service launched less than a year ago. Manheim Auctions, Wimbledon received its first Seller Advance car on 4th June 2009 and, since then, dealers signed up for the service at Wimbledon include Bentley Hampshire, Cambridge Garage Volvo, Drift Bridge Group Ltd, Harwoods, Newton Honda, Nyetimber Mazda, Richmond Hyundai, Trident Group, West End Motors and Westover. The success of Seller Advance is emphasised through its adoption by over 90 dealers nationwide since launch. Seller Advance is also available at five other Manheim auction centres in Birmingham, Colchester, Knottingley, Middlesbrough and Washington.

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 more than 97% accuracy 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.

Sean Parnham, Seller Advance Product Manager, Manheim Auctions said: "Seller Advance 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 and guarantees dealers' cash-flow at such a sensitive time in the economic cycle. As a growing number of dealers adopt Seller Advance, it is clear that the support that this unique and innovative product provides is successfully underpinning two core elements of dealership business: cash-flow and part exchange valuations, both of which are critical to overall dealership profitability."

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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