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**100% successful debut for Peugeot and the new 3008 at Manheim Auctions, Bruntingthorpe**

Peugeot used its first closed sale at [Manheim Auctions](#), Bruntingthorpe last week for the auction debut of the Peugeot 3008 and in the process achieved a 100% conversion rate for the entire sale. More than 50 dealers attended the sale, half of whom were online via Simulcast, and there was lively bidding on all of the 174 Peugeot cars and vans on offer including the 207, 308, 407, 4007 and Partner Tepee as well as the new 3008. All the vehicles were sold achieving a very respectable 104% CAP Clean with the 3008 topping 114.2% CAP Clean. 'Star Car' was a 59/09 3008 1.6 HDi Active with 8,913 miles which achieved 126.9% CAP Clean.

Mark Pickles, Manager – Used Vehicle Operations, Peugeot UK said: "The debut results for 3008 are very pleasing, reflecting both the appeal of the vehicle and the level of dealer demand for every model in the range. The quality and specification of the vehicle, together with impressive environmental credentials, have contributed to this very strong initial result. With limited used vehicle supply, Closed Auctions remain a key ingredient in our remarketing strategy, ensuring that prime stock receives maximum visibility to the Peugeot Dealer Network. Manheim Auctions, Bruntingthorpe proved to be a great venue for such an event, with its combination of central location, excellent facilities and experienced auctioneers and support staff."

James Leese, Manheim's Sales Director, Manufacturer Remarketing Services, added: "The auction debut of any new model is always exciting and we were especially pleased to have the opportunity to launch such an important vehicle for Peugeot into their dealer network. The combination of this exciting new venue together with a premium mix of stock is proven to pull the buyers in and drive great results, even in an increasingly tough market."

**ends**

**About the Peugeot 3008**

The 3008 is a Crossover vehicle that was launched in 2009 (September in the UK). With demand consistently exceeding expectation by 50% the factory is now producing vehicles through three shifts, 24/7. As a Crossover, the 3008 combines all the best virtues of a hatchback, an estate and an MPV without compromising the occupants. Winner of many awards throughout Europe, the 3008 is the 2010 What Car? 'Car of the Year'.

**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. Winner of 14 industry awards for both service and performance excellence since 2005, including Best Remarketing Company four years in a row, Manheim handles nearly 10 million used vehicles worldwide, facilitating transactions representing more than \$50 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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