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Manheim Auctions' Seller Advance is 'Product of the Year' for 2010

Seller Advance, Manheim Auctions' unique valuation and up-front payment service, has been awarded the highest industry accolade - Motor Trader's 'Product of the Year' for 2010 - at a prestigious ceremony at London's Grosvenor House Hotel.

Curtis Hutchinson, editor of Motor Trader said: "Following a Dragons' Den style presentation to the panel of judges by all finalists, Manheim Auctions' Seller Advance emerged as the clear winner of the award, helping dealers to accurately and consistently value part exchange vehicles to an accuracy of 97% and manage the disposal of these cars through auction with ease. Judges were impressed by the accuracy of the valuations and the advance payment facility with its clear cash flow benefits to dealers using the system. Seller Advance provides essential support to dealer profitability in the increasingly important used car market and gives dealer sales staff and customers the confidence that valuations are as fair as possible."

Mike Pilkington, Managing Director, Manheim Remarketing who accepted the award added: "I am delighted that Seller Advance has been recognised as a unique and valuable service to help enhance a dealer's used car operation and profitability. This prestigious award comes less than a year after Seller Advance was launched and since then nearly 100 dealers have signed up for the service and we have provided valuations for 20,000 cars in 2010 alone."

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.

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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. 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 Manheim Direct.



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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