



20th November 2009

Specialist recovery vehicle stars at Manheim Auctions, Washington

An extremely rare specialist recovery vehicle came under the hammer at a recent dedicated truck auction at Manheim Auctions, Washington. The Volvo FL10 6x4 chassis, first registered in 1995, was entered for sale by a fire brigade and came to auction straight from service. It had covered a relatively low 93,000 kilometres from new. Bidding activity was intense from the 103 registered buyers attending both in the auction hall and online, with the ultimate winning bid of £51,500 coming from an end user in the auction hall.

The vehicle, which was equipped with a Boniface Concept 3 stage boom used for roadside recovery work and a front mounted winch and specialist recovery equipment including forks and blocks, was described by several buyers as unique in terms of its specification, low mileage and excellent physical condition. On the sale day itself the brigade sent two representatives to the auction centre to be on hand to answer questions and demonstrate the equipment to prospective buyers. Prior to sale the recovery vehicle was comprehensively imaged, catalogued and marketed by Manheim Auctions Washington. This detail was then distributed to Manheim's database of over 1,100 truck and specialist equipment buyers.

Brian Rossington, National HGV and Plant Manager, Manheim Auctions, said: "A specialist vehicle like this is always a welcome challenge. Manheim Auctions is unique in the industry in having a specialist national commercial vehicle team and expertise that supports all of its dedicated, individual commercial vehicle auction centre teams. A proactive and targeted marketing plan was implemented with the result that there was strong attendance on the day and the value achieved exceeded the vendor's expectations."

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 Auctions & 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 point-of-sale materials; used car stock locators; professional vehicle photography; online retail sales portals, sales lead management software and aftersales CRM software. It includes the brands of Portfolio, Carmony.co.uk, e-GoodManners and Real Time Communications,

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