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## **Manheim announces launch of new auction super-centre**

Manheim is to open an auction super-centre at Bruntingthorpe in Leicestershire. Ideally located off J20 of the M1, the 670 acre former US Airforce base includes a 30,000sq foot auction hall area and increases Manheim's UK auction and remarketing network to 21 centres. The first sale at the new auction centre will be held in January

The facilities at Bruntingthorpe enable Manheim to offer a unique remarketing solution from a single location. In addition to its motor sport events Bruntingthorpe offers storage, comprehensive mechanical and bodywork repair facilities for major fleets, rental companies and manufacturers. Working in partnership with C Walton Limited the owners of Bruntingthorpe, Manheim aims to create a facility which offers a distinctive proposition to vendors and an enhanced experience for trade buyers.

The launch of the Bruntingthorpe centre follows the recent announcement of Manheim's extensive development at the Colchester super-centre, due for imminent completion, and further emphasises the company's strategy of expansion of the UK auction infrastructure. The auction programme at Bruntingthorpe will expand during 2010 with regular sales on behalf of manufacturers and fleet and leasing companies, covering the full range of cars, vans and trucks.

Mike Pilkington, Managing Director, Manheim Auctions & Remarketing said: "We are already in advanced discussions with several major fleet and manufacturer vendors who are keen to take advantage of the obvious attractions to both buyers and vendors of the location and facilities available from Bruntingthorpe. We will soon be formalising the auction programme and look forward to welcoming our customers to review the new facility in January. I believe that this new Midlands super-centre will be of particular interest to buyers and will enable us to set new standards in vehicle remarketing."

John Walton, Director of C Walton Limited further commented: "Through this new partnership with Manheim I believe that we can offer shared and new clients a unique service. We have chosen to work with Manheim because its commitment to remarketing innovation complements our own strategy of creating a facility where anything is possible."

**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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