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Manheim Auctions' unique Seller Advance an instant hit with Dealers

More than 50 dealers and dealer groups have adopted Seller Advance, [Manheim Auctions'](#) unique valuation and up-front payment service, in the first 6 months since launch. The provision of highly accurate valuations has proved particularly popular with dealers, with a margin of error of less than 3%.

Once the valuation, which is valid for a specific period, has been agreed and the deal has been secured, the vehicle can be sent directly to auction at the click of a button. After the vehicle has been inspected, the full valuation will be advanced to the dealer, via BACS, the very next working day. Following the sale of the vehicle at auction, the difference between Manheim Auctions' advance payment and the price actually achieved will be reconciled within one week. Seller Advance is also now available through Manheim's e-GoodManners sales lead management system.

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.

The valuation engine was developed by Daren Wiseman, Manheim Auctions' Valuation Services Manager. Wiseman, with Manheim since 2008, has more than 25 years experience of the used car market, including 12 years spent at CAP Monitor as Managing Editor Used Values and latterly as Head of Values Services.

Mike Pilkington, Managing Director, Manheim Auctions & Remarketing said: "Seller Advance has been 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 their cash-flow at a crucial time. Seller Advance gives dealers much more than an accurate part exchange valuation. The ease of data entry and recording of vehicle condition information improves dealership disciplines and the level of visibility on activity. Vehicles can be tracked through each stage of the process, significantly improving the level of management information and control."

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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. 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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