



Manheim

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MANHEIM REACHES 3 MILLION ONLINE TRANSACTIONS

Access to Online Inventory Saves Customers Time, Money

ATLANTA – Manheim has handled 3 million online wholesale vehicle transactions since the company began doing business via the Internet in 1996, it was announced today.

“The economy was rough this year, and dealers and national sellers alike turned to the online leader to help them do business better – the growing importance placed on Manheim’s online tools helped us reach our 3-millionth online transaction,” said Sue Boehlke, senior vice president of enterprise solutions. “Manheim will continue to partner with its dealer and national seller customers to find creative ways to connect buyers with the quality inventory they need to grow their businesses.” Currently, more than 18 percent of vehicles sold by Manheim are sold to an online buyer.

Manheim’s Online Solutions division includes Manheim.com, which averages 800,000 unique visits each week, Manheim Simulcast and OVE.com. OVE.com’s transactional volume in the fourth quarter of 2008 grew 90 percent over the same period in 2007 – growth achieved despite the continued challenges dealers faced in the declining U.S. economy.

Manheim Simulcast reported a 34 percent increase in average monthly buyers and a 29 percent rise in the number of vehicles sold to online buyers compared to 2007. Transactional volume for December 2008 jumped 50.8 percent compared to December 2007.

Manheim’s strong online sales performance in 2008 indicates that dealers and national sellers are embracing the wide range of services Manheim provides to help dealers succeed in any economy. The company’s online tools and in-lane infrastructure provide dealers with a comprehensive solution for doing business in the way most convenient and profitable for them. As the economy has presented increasing challenges during the past several months, dealers have taken advantage of the opportunity to realize operational efficiencies and to do more with less using Manheim’s Online Solutions.

“We are so pleased that our customers are taking advantage of online wholesaling and its benefits,” said Boehlke. “This includes saving time, gaining access to unlimited vehicle inventory at exactly the moment they need it and being able to conduct business 24/7 from anywhere.”

About Manheim

Manheim is the world’s leading provider of vehicle remarketing services. Through its wholesale operating locations and array of technology products, Manheim impacts every stage of a used vehicle’s life cycle, helping commercial sellers and automobile dealers realize the full value of their vehicles.

The company’s operating location services include reconditioning, certification, inspections, dealer financing, transport, title management and marshaling, among others. Manheim is also the leader in vehicle remarketing technology, using its online tools to connect buyers and sellers around the globe to the world’s largest, most comprehensive wholesale marketplace. In 2008, Manheim handled nearly 10 million used vehicles, facilitating transactions representing more than \$50 billion in value.

Manheim’s subsidiary companies provide value-added remarketing products and services, including paintless dent removal (Dent Wizard), Auto Body Repair, and salvage vehicle remarketing (Total Resource Auctions).

Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the nation’s leading media companies and providers of automotive services.

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