



FOR IMMEDIATE RELEASE
February 13, 2009

Media Contact:

Michele Barnett
Communications Manager
Manheim Online Solutions
(678) 645-2780

Leigh Lindsey
McNeely Pigott & Fox
(615) 259-4000

**THE WHOLESALE INSTITUTE ANNOUNCES SPECIAL SESSION AT CAR
Workshop Attendees Will Receive Discount on CAR Conference Registration,
Get Preview of TWI's new program**

ATLANTA — Manheim's The Wholesale Institute (TWI) will hold a workshop during the Conference of Automotive Remarketing in Las Vegas on Thursday, Feb. 26.

The free workshop will take place from noon to 2 p.m. at Caesars Palace. TWI sessions teach franchised and independent dealers how to use online resources to achieve profitability goals.

"TWI and CAR have the same mission – educating dealers," said Amanda Young, director of customer relations for Manheim's Online Solutions. "Our hope is that dealers will be able to attend CAR and TWI to learn new tools to help them achieve their business goals."

Dealers who register for the session by Friday, Feb. 20, will receive a \$100 discount on their CAR registrations. Dealers can visit www.thewholesaleinstitute.com or call (866) 423-5678 to sign up.

Additionally, CAR TWI attendees will get a sneak preview of TWI's new program, TWI V.2, which will launch later this year. V.2 will be a special division of TWI devoted to dealers who are already well-versed in using online tools. V.2 dealers will play an instrumental role in shaping Manheim's online products and services and will be able to participate in advanced online training classes.

TWI sessions typically are held at Manheim's North American operating locations and cover a variety of topics and best practices for dealers interested in using online channels. Material covered during the workshop includes tips on making the best use of all Manheim's online tools, including OVE.com, Manheim.com and Manheim Simulcast. Material covered during the workshop includes tips on making the best use of all Manheim's online tools,

including OVE.com, Manheim.com and Manheim Simulcast. TWI shares in-depth buying and selling insights with dealers and teaches them about post-sale inspections, transportation, post-sale follow-up, retailing a virtual unit, and more.

The 2009 Conference of Automotive Remarketing will be held on Wednesday, Feb. 25, and Thursday, Feb. 26, at Caesars Palace. See the CAR Web site for more details at www.carconference.com.

About The Wholesale Institute

The Wholesale Institute, powered by Manheim and OVE.com, is a free, traveling workshop designed to assist a dealership in developing “Best Practices” for managing its used vehicle inventory. The workshop helps both independent and franchised dealers create step-by-step procedures for buying inventory online and provides tips on using Manheim’s online properties including OVE.com, Manheim.com and Manheim Simulcast. The course also helps dealers eliminate the fear associated with using today’s technology. A TWI workshop could be coming to a city near you. More details and the latest course schedule can always be found at www.thewholesaleinstitute.com.

###