



## MANHEIM CONSULTING

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### **MANHEIM CONSULTING LAUNCHES QUARTERLY REPORT ON STATE OF CANADIAN WHOLESALE VEHICLE MARKET**

*Canadian Automotive Brief Provides Insights, Analysis on Vehicle Remarketing Industry*

ATLANTA – Manheim Consulting vice president Lynn Morgan announced today the creation of the *Canadian Automotive Brief*, a quarterly report compiled by Manheim Consulting’s team of analysts that offers insights into the Canadian economy and vehicle remarketing industry.

The first *Brief* was distributed today to Manheim’s customers in Canada. The world’s leading provider of vehicle remarketing services, Manheim has five auction locations across Canada including Halifax, Moncton, Montreal, Toronto and Oshawa.

“By gathering vehicle data from our Canadian locations and a variety of other sources, we can provide customers with insights and information that will help them make important business decisions,” said Morgan. “The analysis Manheim Consulting will provide in these *Briefs* will help our Canadian customers put the business challenges they are facing into a larger context.”

The inaugural *Brief* includes detailed analysis of economic and industry activity in the Canadian market in the second half of 2008, activity that was driven primarily by three factors:

- Falling gas prices
- The weakening Canadian dollar against the U.S. dollar
- The ripple effect of the U.S. credit crisis and global recession

The *Brief* also features Manheim Consulting data on several key industry trends, including:

- Canadian dealer purchases of vehicles in the U.S. wholesale market
- The impact of gas prices on vehicle values
- Unemployment and consumer price index analysis
- News on Manheim auction activity in Toronto and Montreal

“I’m delighted to introduce this *Brief* to our Canadian customers,” said Cheryl Munce, vice president of customer relations and strategies for Manheim Canada. “I’m confident the *Brief* will quickly become a trusted source of information and analysis, just like the many other reports, case studies and briefs already produced by Manheim Consulting.”

To secure a copy of the *Canadian Automotive Brief*, go to [www.manheim.com/consulting](http://www.manheim.com/consulting).

### **About Manheim Consulting**

Manheim Consulting is a business arm of Manheim, the world’s leading provider of used vehicle services. Manheim Consulting comprises a team of automotive strategic consultants who work with clients to solve business challenges. With access to the most comprehensive used vehicle database in the industry, Manheim Consulting creates highly-customized solutions for its customers to help them achieve greater success.

Manheim Consulting is dedicated to helping its customers drive business results and maximize their profit potential through a broad scope of services, including custom analytics, business optimization, macroeconomic analysis, data services, strategic development, research and more. For more information, visit [www.manheim.com/consulting](http://www.manheim.com/consulting)

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