



FOR IMMEDIATE RELEASE
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MANHEIM SELLS 100 PERCENT OF BOAT UNITS OFFERED
Sale Held on Feb. 17 at Manheim Drive Shows Growing Demand for Specialty Units

ATLANTA – Manheim DRIVE hosted its regularly scheduled Manheim Specialty boat auction on Feb. 17, selling 100 percent of the boat units offered. The sale, which was offered via Manheim Simulcast, was supported by GE Money, World Omni/CenterOne, GE Capital Solutions and SST Remarketing.

“We’ve been extremely pleased with the results from these sales since we started hosting them last October,” said Donald Foy, executive director, Manheim DRIVE. “Our goal is to create and deliver a convenient auction experience that gives buyers the information and confidence they need when doing business online.”

Manheim Specialty auctions are held at Manheim DRIVE on the third Tuesday of every month at 3 p.m. The next sale is scheduled for March 17. Manheim Specialty currently has nine dedicated boat sales across the country. A complete list of Manheim Specialty boat auctions can be found at www.manheimboatauctions.com.

“The results of this sale show that our marketing efforts are creating increased demand for these units,” said Kevin Cooper, Manheim Specialty Group sales manager. “The feedback from our buyers and sellers has been extremely positive, and we look forward to sharing this information with our other Manheim Specialty boat auction sites.”

Manheim DRIVE, located at 3000 Walter Way in Stockbridge, Ga., is a 145,000-square-foot facility that offers a 180-seat bidding theater, interactive learning labs, and conference and reception amenities. Manheim DRIVE also serves as a testing ground, where ideas are exchanged and new tools, technologies and prototypes are introduced and refined.

About Manheim Specialty Auctions

Manheim, the largest provider of vehicle remarketing services, began hosting Manheim

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Specialty auctions to meet the growing needs of customers looking for used vehicles other than the traditional automobile. Today, Manheim Specialty Auctions provides customers with access to 15 locations dedicated to selling specialty units including boats, RVs, motorcycles and PowerSports vehicles.

By offering services such as full-service reconditioning, electronic condition reports, certification, distribution centers, title management, inspections, vehicle transportation, financing and dealer floor planning, Manheim helps customers realize the full value of their vehicles.

Customers can also take advantage of Mobile Specialty auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold “in-lane” or “online” via Manheim Simulcast and OVE.com. A complete list of Manheim Specialty boat auctions can be found at www.manheimboatauctions.com.

For more information please call (877) 704-4636 or e-mail boatauctions@manheim.com.

About Manheim DRIVE

Manheim DRIVE, a 145,000-square-foot innovation and development center, is located in Stockbridge, Ga. The letters in DRIVE stand for Development, Research, Innovation, Vision and Excellence. Manheim DRIVE strives to be the catalyst for positive change and growth throughout Manheim and the remarketing industry to create maximum value for our business and our partners.

Manheim DRIVE, the future of automotive remarketing, is Manheim’s primary platform to foster breakthrough thinking, to support change management initiatives and to stimulate creativity as a foundation for innovation, while accelerating Manheim’s leadership position in the automotive industry.

Manheim DRIVE houses a training and development center, an innovation center, an interactive bidding theater, a reconditioning facility, and a special event and meeting facility. For more information about Manheim DRIVE, visit www.manheimdrive.com.

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