



FOR IMMEDIATE RELEASE
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**IMPORTING ONLINE VEHICLE INVENTORIES JUST GOT EASIER FOR
OVE.COM'S INDEPENDENT AUCTION PARTNERS**
Solution Created To Reduce Time and Costs for Independent Auctions

ATLANTA – OVE.com provides independent auctions with an automated inventory import solution that simplifies the process of adding new vehicle listings and reduces time and costs spent making inventories available online.

Many independent auctions use the inventory import feature because it integrates seamlessly with in-house inventory management systems they are already using, including ASI's auction management software. Auctions can easily import images and display condition reports on OVE.com. Those capabilities make it easy for auctions to add listings frequently and saturate the marketplace with their vehicles. OVE.com is tightly integrated with AutoTrader.com, too, so dealer customers can move their vehicles over to OVE.com with a few mouse clicks.

"We've been using OVE.com for awhile now and have seen great results for our business," said John Rea, past president of the National Auto Auction Association (NAAA). "This inventory import solution will only make transacting business on OVE.com easier. It is helping us expand our business, and it's a critical part of our remarketing strategy. I think that's true for many auctions across the industry."

OVE.com's inventory import solution makes it even easier for independent auctions to leverage the power and benefits of OVE.com. Auctions can:

- Avoid listing or membership fees.
- Set their own fees.
- "Expand beyond the gates" to facilitate transactions they might not normally touch. (Many dealers turn to independent auctions to list vehicles at their dealerships.)
- Sell more vehicles for their customers and expand their reach nationally and even internationally.

"OVE.com understands the value and critical role of auctions, online or in-lane," said Glenn O'Leary, director of independent auction relations for OVE.com. "OVE.com can help independent auctions maintain their identities, strengthen existing customer relationships and garner new business. It's the only online marketplace where sellers can choose their preferred auction location from which to both buy and sell."

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About OVE.com

OVE.com is Manheim's 24/7 online wholesale vehicle marketplace and is the only marketplace of its kind with a no-questions-asked buy back guarantee (www.oveoffers.com). OVE.com connects buyers to the leading selection of inventory in the industry while offering them a virtual backlot of more than 25,000 vehicles to help them improve profitability anytime. The site also allows sellers to remarket vehicles earlier in the remarketing cycle to Manheim's large buying base of dealers. As the online leader in the vehicle remarketing industry, more dealers trust Manheim with their online wholesale purchases than any other wholesale marketplace. Manheim is a wholly owned subsidiary of Atlanta-based Cox Enterprises. For more information, visit www.manheim.com.

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