



Manheim

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CONTACT: Lois Rossi

Manheim Public Relations

(678) 645-2028

MANHEIM LAUNCHES NEW GM DEALER LANE PROGRAM

The New GM Dealer Lane Gives Dealers Prime Selling Opportunities

ATLANTA – Manheim senior vice president of customer management Nick Peluso announced today that the company has created designated lanes and run times for GM franchised dealers at its U.S. operating locations beginning July 13.

The New GM Dealer Lane program will be available at all current GM/GMAC Manheim sales locations, and at other Manheim locations in the near future. The New GM Dealer Lane sales, which will be featured on Manheim Simulcast, will take place immediately after GMAC open sales.

“The New GM Dealer Lane program provides our GM dealer customers with a key opportunity to feature and sell their high-quality vehicles in dedicated lanes at specific times,” said Peluso. “We’ve always enjoyed a great relationship with our GM franchised dealers and making it easier for them to buy and sell GM vehicles was a driving force for the new program.”

Along with the dedicated lane, these sales offer a number of other advantages for GM dealers, including:

- A flat sale fee
- The option of an electronic condition report, if the vehicle is delivered 48 hours before the sale
- Representation on the sales block by a Manheim employee at no charge

To participate in these sales, franchised GM dealers must price their vehicles within 10 percent of their Manheim Market Report values and must maintain a high sales conversion rate.

For questions about The New GM Dealer Lane program, contact Jeff Bunch, Manheim’s vice president of dealer services at j.bunch@manheim.com.

About Manheim

Manheim (www.manheim.com) 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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