



Manheim

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**MANHEIM NAMES DEBBIE CONRAD
EXECUTIVE DIRECTOR OF GENERAL MOTORS DEALER LANE BUSINESS**

ATLANTA – Manheim announced today that Debbie Conrad has been named executive director of the company’s General Motors dealer lane business.

In this role, Conrad will be responsible for the consistency and growth of The New General Motors Dealer Lane program, including providing strategic leadership and vision necessary to support GM franchised dealers buying and selling in this lane. Conrad will leverage Manheim’s marketing and sales efforts for The New General Motors Dealer Lane program, and work with corporate and auction staff to ensure an integrated, consistent approach that helps GM franchised dealers succeed.

“Debbie’s industry and career experience makes her the ideal person to oversee this business and to ensure that Manheim meets the expectations of GM franchised dealers and allows them to buy and sell cars with confidence,” said Nick Peluso, Manheim’s senior vice president of customer management. “Creating The New General Motors Dealer Lane program and assigning a dedicated resource to this effort illustrates the importance of this program to Manheim and our customers.”

For the past four years, Conrad has served as senior director, customer management, handling all aspects of operational support for Manheim’s customer management group, including dealer and commercial customers. Conrad has more than 30 years of industry experience, including providing title services to Manheim starting in 1990. During her auction tenure, Conrad worked in various leadership positions within Manheim, including helping to grow Manheim Financial Services (MAFS) and Dealer Sales.

Manheim launched The New General Motors Dealer Lane program earlier this month to provide designated lanes and run times so that GM franchised dealers can feature and sell their high-quality vehicles. The program is available at all current GM/GMAC Manheim sales locations and will be available at other Manheim locations in the near future. The New General Motors Dealer Lane program sales are featured on Manheim Simulcast and will take place immediately after GMAC open sales.

Along with the dedicated lane, the program offers GM dealers:

- A flat sale fee
- The option of an electronic condition report for vehicles delivered 48 hours prior to the sale
- Representation on the sales block by a Manheim employee at no charge

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

For questions about The New GM Dealer Lane, contact Conrad at (678) 645-2105 or Debbie.conrad@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 Resources 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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