



**FOR IMMEDIATE RELEASE**

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**CONTACT:** Michele Barnett  
Communications Manager  
Manheim Online Solutions  
(678) 645-2780

**JOE GEORGE JOINS MANHEIM'S ONLINE SOLUTIONS AS GROUP V.P.**  
*George To Support Business Growth as Online Buyers, Transactions Continue To Rise*

ATLANTA – Joe George, vice president and general manager at AutoTrader.com, has been promoted to the newly created position of group vice president of Manheim's Online Solutions division, it was announced today. This division is made up of employees supporting [Manheim.com](http://Manheim.com) and its buying and selling tools, [OVE.com](http://OVE.com) and Simulcast.

In this new role, George will assume responsibility for leading the day-to-day operations for Manheim's growing Online Solutions department, a key area of focus for the company as it continues to deliver results for customers both in the auction lanes and online. Currently, close to 20 percent of all the vehicles Manheim sells are sold to online buyers. Also, the average number of buyers purchasing online at Manheim in August increased 23 percent over 2008's monthly average.

"I can say with absolute confidence that there is no one better to help us take the next step in Manheim's online success," said Sue Boehlke, Manheim's senior vice president for Online Solutions and technology. "Joe played a key role in the development of [AutoTrader.com](http://AutoTrader.com), he understands the needs of used car dealers, and we are excited about the leadership he'll provide to the group."

George began his career with Cox at Manheim in 1990 as a marketing and arbitration manager. A series of promotions followed, including an assignment as assistant auction general manager of sales and marketing for Manheim's Ohio Auto Auction. In 1998, he joined the newly launched [AutoTrader.com](http://AutoTrader.com) as director of dealer services. Since then, he has held a variety of assignments, including vice president of product management, vice president of strategic alliances, vice president of private seller and specialty products, and president of AutoTrader Publishing.

### **About Manheim**

Manheim ([www.manheim.com](http://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.

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