



Manheim

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**MANHEIM UNVEILS KEY ENHANCEMENTS TO WEB SITE AIMED AT
BUYERS AND SELLERS OF HEAVY TRUCKS AND EQUIPMENT**
HT&Eq Web Site Now More Convenient, Educational, Interactive

ATLANTA – Thanks to key enhancements to Manheim’s heavy truck and equipment Web pages, both buyers and sellers of these units will now have more targeted information at their fingertips to help grow their businesses.

Manheim’s general manager of Specialty and Heavy Truck & Equipment Sales, Karen Braddy, today unveiled the enhancements to www.manheimheavytruckauctions.com, changes that were created based on extensive customer feedback.

“Manheim understands that heavy truck and equipment dealers have very specific needs when it comes to buying and selling units,” said Braddy. “We learned from our customers that having an online resource that was easy to use and offered educational information, as well as industry-specific and targeted sales opportunities, was increasingly important in today’s market.”

Web site enhancements include:

- Dealer Resource Center with background information for customers who are new to the auction process or are looking for tips on how to make the most of their auction experience
- Helpful videos covering topics such as how to buy and sell at auction and how to prepare for an auction visit
- Search capability for all heavy truck and equipment units available through Manheim
- Calendar of upcoming HT&Eq sales, broken down by sale location and/or type of unit, with the ability to synchronize reminders to Outlook
- Current price information for all units in the form of Market Reports

Manheim HT&Eq customer Jim Jones of Brooks, Ga., said the enhancements will improve what has already been a positive experience.

“Manheim does a great job marketing on the Web, and has great customer service reps who give a personal touch for such a large company,” said Jones.

The enhancements to the Web site come at a time when the heavy duty truck and equipment business is performing well, despite the pressures of the economy.

“Dealers in the heavy truck and equipment segment are become increasingly comfortable with auctions,” said Braddy. “As a result, we are seeing a double-digit percent increase in volume year-over-year.”

In addition to accessing the heavy truck and equipment Web site directly at www.manheimheavytruckauctions.com, customers can also access it via the “Products” page on Manheim.com.

About Manheim Heavy Truck and Equipment Auctions

Manheim, the largest provider of vehicle remarketing services, began hosting heavy truck and equipment auctions to meet the growing needs of customers looking for used vehicles other than the traditional automobile. Today, Manheim offers customers access to 82 auction locations in North America; of those 13 have facilities for selling medium-duty to heavy-duty trucks and equipment consisting of tractor-trailers, box trucks, vehicle transporters, construction equipment and agricultural equipment.

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.

All vehicles are sold in-lane or online via Manheim.com. For more information please call (877) 704-4636 or e-mail heavytruckauctions@manheim.com.

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