FOR IMMEDIATE RELEASE
June 11, 2010

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MANHEIM POWERS UP MOBILE FUNCTIONALITY FOR ITS CUSTOMERS

Dealers can search, sort and find fresh inventory anytime, anywhere via their mobile devices

ATLANTA – Dealers on-the-go can now take advantage of new Mobile Search and enhanced Mobile Manheim Market Report (MMR) functionality to help source and manage their pre-owned inventory anywhere business takes them. Helping dealers buy and sell when and where it is convenient for them is part of Manheim's expanding mobile strategy. In 2009, 77 percent of Manheim customers surveyed said they accessed the Internet through their mobile devices. As a result, popular Manheim.com features have been quickly adapted for easy viewing and usage on most major handheld devices.

The addition of Mobile Search lets dealers easily search Manheim's entire online and in-lane inventory. Buyers can:

- Search the freshest used inventory by year, make and model;
- Locate vehicles at a specific Manheim operating location, region or state, or by upcoming sale dates, available condition information and other criteria;
- Maximize efficiency when traveling by using Mobile Search to select the best channels for stocking their lots.

"Dealers tell us that mobile solutions for managing their businesses on the road are high-value," said Sue Boehlke, senior vice president, Manheim Products and Processes. "Since we introduced the mobile-optimized version of MMR just a few months ago, more than 100,000 users have viewed nearly 1 million pages of data – that's a strong incentive for us to continuously improve and update our mobile tools and products."

Mobile MMR, launched in February of this year, gives dealers around-the-clock access to vehicle value intelligence. Recent dealer feedback called for even more options, prompting Manheim to release this newest set of enhancements. Mobile MMR users will now be able to sort transaction data by categories like a vehicle's odometer reading, auction location, price, or even vehicle color, making it even more convenient for dealers to find the right vehicles at the right prices.

Dealers may also remotely access the My Workbook function, allowing them to review all previously saved searches and to save new vehicles. Simply put, dealers can now seamlessly manage these tasks on their handheld devices just as they would from their office desktops.

While dealerships of all sizes can benefit from these mobile enhancements, independent dealers in particular will find added efficiency and on-the-go intelligence. Mobile MMR and Mobile Search deliver comprehensive, up-to-date information which can help give independent shops a competitive edge and maintain an optimal inventory.

Registered dealers can access Manheim's new mobile search functionality by surfing www.manheim.com from any Internet-enabled mobile device. First-time users can register on the site by clicking "sign up" from the Manheim.com home page.

About Manheim (www.manheim.com)
Manheim is the world's leading provider of vehicle remarketing services. Through its 130 worldwide wholesale operating locations, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles. Drawing from its auction transaction volume, Manheim Consulting publishes the annual Used Car Market Report, the definitive source of data for the used car industry. Manheim Consulting offers a wide range of services including custom analytics, business optimization and macro economic analysis.

Manheim is the online vehicle remarketing leader, connecting buyers and sellers to the world's largest, most comprehensive wholesale marketplace through its extensive in-lane and online offerings. Manheim.com receives nearly 900,000 visitors each week.

Additionally, Manheim offers services including reconditioning, certification, inspections, dealer financing, title management and marshaling, among others. Through its wide array of services and technologies, industry publications, customer support and educational offerings, Manheim gives its customers maximum control over how they buy and sell vehicles, helping them to conduct business in the most efficient way possible. In 2009, Manheim handled nearly 10 million used vehicles, facilitating transactions worth more than $50 billion in value.

Headquartered in Atlanta, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

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