



7<sup>th</sup> January 2010

## **Simulcast melts the snow!**

Simulcast, [Manheim Auctions](#)' live online broadcast of physical auctions, averted the chaos caused by heavy snowfalls this week as dealers and traders who couldn't travel, logged on to bid and buy cars and vans at Manheim's auctions during Tuesday and Wednesday. More than 1,500 buyers logged onto Simulcast, made more than 4,000 bids and bought vehicles worth £4.5 million on the worst two days of the winter so far. Simulcast sales usually account for up to 25% of all vehicles sold at any one of Manheim's auctions but this week that number reached more than 82% for some auctions, as buyers throughout the country avoided travelling in the chaos caused by the recent snow.

Manheim Auctions' Simulcast is the UK's premier trade-only online wholesale channel, linking trade buyers via the internet to physical auctions, where they can view, bid and buy vehicles in real time, competing with other online buyers as well as buyers actually in the auction hall. With all of its UK centres geared up to broadcast live physical auctions over the web, Manheim is now transmitting live action from the auction halls for around 50 auctions every week.

Mike Pilkington, Managing Director, Manheim Remarketing said, "It's at times like this that the convenience of Simulcast really comes into its own. Simulcast just continues to grow and grow as it becomes more readily accepted by the great majority of buyers and has become an integral part of the remarketing 'landscape'. It is now recognised throughout the industry as a well established, trusted and reliable business tool that complements physical auction by bringing benefits to both buyers and sellers and has certainly kept the wheels of business turning during this period of extreme weather."

**Ends**

## **About Manheim**

Manheim is the world's largest automotive services company and, through its unparalleled range of products and services, drives every stage of the used vehicle lifecycle. Officially voted Britain's Best Remarketing company for the last 4 years, Manheim handles nearly 10 million used vehicles worldwide, facilitating transactions representing nearly \$59 billion in value. Manheim is a subsidiary of Atlanta-based Cox Enterprises Inc., one of the world's leading media companies and providers of automotive services. Throughout the world Manheim has over 130 remarketing operations in five Continents, including 38 European locations. In the UK, there are 3 business divisions:

**Manheim Remarketing:** providing a national physical auction network, comprising 19 centres of which 7 have dedicated commercial vehicle activities; a dedicated trade-only direct sales channel; 3 online bidding /sales channels. It includes the brands of Manheim Auctions and vrs.



**Manheim DeFleet Services:** providing vehicle inspection; asset management and recovery service; SMART repair, reconditioning and pre-sale preparation; transport; logistics; full defleet management and outsourced end-of-contract administration. It includes the brands of Manheim SMART Repair, Manheim Inspection Services and Manheim Asset Management.

**Manheim Retail Services:** providing retail marketing support including point-of-sale materials; used car stock locators; professional vehicle photography; online retail sales portals, sales lead management software and aftersales CRM software. It includes the brands of Portfolio, Carmony.co.uk, e-GoodManners and Real Time Communications,

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