



22nd January 2010

Simulcast online sales and usage hit new heights in 2009, reports Manheim

- **25,000 vehicles worth £200 million sold online**
- **100,000 buyer log-ins**

The acceleration in the growth of sales and attendances through Simulcast, [Manheim Auctions'](#) online broadcast of physical auctions, massively increased in 2009 with sales of 25,000 vehicles, worth £200 million and attendances hitting the 100,000 mark. Compared with 2008 the number of vehicles sold and the value of vehicles sold were both up by 85% and the number of buyers logging-on to Simulcast was up by a staggering 94%. This exceptional growth in online sales during 2009 wasn't entirely unexpected as, by July the records set in 2008 had already been exceeded.

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. Manheim is now transmitting live action from the auction halls for around 50 daytime and evening, car, van, truck and plant auctions every week.

Commenting on Manheim Auctions' Simulcast latest success, Mike Pilkington, Managing Director, Manheim Remarketing said, "The investment in Simulcast technology back in 2004 and the commitment to its growth has really paid dividends. In 2005, its first year of operation, we attracted just over 11,000 buyers to log-on and sold 2,800 vehicles and here we are five years later with nearly ten times the number of buyers logging-on and number of vehicles sold. For many buyers, logging on to Simulcast today is simply part of the normal working routine and I think that, over recent years, many of our vendor customers have absolutely grasped its value in ensuring that their vehicles are made available to buyers, not just in our auction halls, but all over the country at the same time."

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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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