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Trident adopts Manheim Auctions' Seller Advance

Following a successful six month trial, the Trident Group has joined the increasing number of dealers and dealer groups that have adopted Seller Advance, [Manheim Auctions'](#) unique valuation and up-front payment service. The success of Seller Advance is emphasised by its rapid adoption by nearly 80 dealers since its launch just over 6 months ago. The Trident Group, a family business established in 1963, operates two Honda dealerships in Ottershaw and Weybridge, Surrey and will remarket their part exchange vehicles through Manheim Auctions, Wimbledon.

Richard Roberts, Managing Director, Trident Group said: "We used to trade all of our part exchange vehicles but since using Seller Advance we have seen an improvement in our profits and performance has been above the dealer national average."

Neil Hodson, Dealer Sales Director, Manheim Remarketing added: "Seller Advance was created to address the needs of small to medium sized dealers in particular as it takes the hassle out of the part exchange process, guarantees their cash-flow at a crucial time and significantly improves the level of management information and control."

The key to the success of Seller Advance is the valuation engine which provides 95% of requests with an instant valuation based on real-time data updates direct from Manheim Auctions. The Manheim Auctions valuation engine has consistently returned values with less than a 3% margin of error and has proved vital to dealers in recent unusual market conditions. Such accuracy also provides an essential support in converting enquiries into sales and maximising the profitability from each retail opportunity.

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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 dealer websites, used car stock locators, professional vehicle photography, showroom systems, sales lead management software and innovative aftersales customer contact systems. It includes the brands of Manheim Retail Marketing (formerly Portfolio), Manheim Lead Management (formerly e-GoodManners) and Manheim Aftersales Solutions (formerly RTC).

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