



15th April 2010

### **Manheim to open new auction centre in Antwerp, Belgium**

[Manheim](#) will open a new auction centre in Antwerp, Belgium in response to growing demand for professional auctions and specialist remarketing services in the region. The new auction facility, located at the ICO Terminal at Kallo, will host a regular weekly sales programme by the end of the year. This new auction centre will serve Belgium, The Netherlands and Luxembourg with the first auction due to be held on Wednesday, 21st April. More than 200 vehicles will be offered from manufacturers, leasing companies and part exchange vehicles from dealer groups.

Manheim Belgium's current customers include manufacturers such as BMW, Chrysler, Citroen, Fiat, Jeep, Mercedes-Benz, Nissan, Peugeot and Renault as well as leasing companies such as Arval, Athlon Exelease and LeasePlan. In addition to serving the Belgian, Netherlands and Luxembourg markets, Manheim Belgium also sells into Poland, Romania and other Eastern European countries. To serve these diverse customers efficiently, Manheim Belgium staff can speak Dutch, English, French, Flemish, German, Greek, Italian, Norwegian, Polish, Romanian, Russian and Spanish. Manheim Belgium also currently offers a range of additional services including inspections, storage and transport.

Physical car auctions are growing in popularity in Belgium and the surrounding countries even if they currently account for only a small percentage of the overall market, compared with the UK and the US. However they only operate for trade markets, with no private buyers allowed access into the sales.

Jonathan Holland, Business Development Director, Manheim, Continental Europe said: "The new auction centre in Antwerp is a direct response to the growing demand in Belgium and adjoining countries for the expansion of our remarketing services. As the world's largest automotive services company, Manheim sees this latest investment as a key piece of the jigsaw in creating a broad range of remarketing and retail support services in Europe and I am confident that our presence in the Belgian market and adjoining countries will grow in the years to come."

**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 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 5 Continents, including 38 European locations. In Europe, Manheim operate 3 business divisions:



- **Remarketing:** As Europe's Number 1 provider of remarketing services for fleet operators, manufacturers, large dealer groups and trade buyers, Manheim offers the widest range of remarketing sales channels in Europe. These include a network of physical auction centres and the industry's most advanced online sales channels each selling cars, vans, trucks, plant, machinery and motorbikes. This division includes the online brands of Simulcast, Cyberstock and CyberAuction.
- **Automotive Services:** Manheim is Europe's market leader in the provision of de-fleet services for fleet operators, manufacturers and trade buyers 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. This division includes the brands of Dent Wizard and Carmeleon.
- **Retail Services:** Manheim is Europe's leading provider of showroom and online retail marketing services and sales lead management systems which optimise the quantity, quality and conversion of retail sales enquiries. Working with over 30 manufacturers, major dealer groups and over 7,000 franchised dealers. Key services include: web and internet marketing solutions, used car stock locators, point-of-sale materials, professional vehicle photography, online retail sales portals, sales lead management software and aftersales CRM software.

**For further information, please contact:**

Andrew Andersz  
JJ (for Manheim Europe)  
Tel: +44 (0)1865 343100  
Email: [andrew.andersz@thejjgroup.com](mailto:andrew.andersz@thejjgroup.com)