



16<sup>th</sup> April 2010

## **Record March as Manheim Auctions, Colchester comes of age**

[Manheim Auctions](#), Colchester enjoyed a record month in March as the site prepares to celebrate its 21<sup>st</sup> birthday as an auction centre. Just under 5,700 cars and vans were sold in March alone, smashing the previous record of 5,500 in March 2009 and 4,085 in the same month in 2008. Average auction day attendances during the month were more than 400 with 25% of the daily total logged on via Simulcast, Manheim's online live broadcast of physical auctions. March also saw a 20% increase in vehicles sold via Simulcast compared with March 2009.

Chris Cush, General Manager at Manheim Auctions, Colchester said: "Once we got over the bad weather in January buyers have been flocking back to Colchester for good quality used cars and vans while many private buyers have relished the choice of vehicles available during the weekly Thursday evening sales. As we look back over 21 years of auction activity, there is no doubt that the introduction of the four-lanes in 2007 and the ongoing investment programme have helped Colchester become widely acknowledged as Europe's premier vehicle auction centre."

Manheim's multi-million pound investment at its Colchester site began in 2004 with the purchase of an additional 11 acres of land to allow for the start of an expansion and redevelopment project. This enabled a larger covered viewing area to be introduced as well as a dedicated inspection bay for 60 vehicles. However, the most significant phase of the redevelopment project was the opening of Europe's first and still only four-lane auction centre in November 2007. This was followed earlier this year by the completion of an extended canopy to double the undercover vehicle viewing area which can now accommodate more than 1,000 cars and vans.

Manheim Auctions, Colchester which is located at Colchester Road, Frating, Colchester, Essex CO7 7DX holds regular car auctions on Tuesday and Thursday and van auctions on Wednesday. More details can be found at [www.manheim.co.uk](http://www.manheim.co.uk).

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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) and Carmony.co.uk.

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