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Manheim conducts first ever 'Theatre Auction' for Mazda

[Manheim](#) organised the first ever 'Theatre Auction' for Mazda Motors UK Limited recently for the auction debut of the new Mazda CX7 diesel. Manheim provided the auction expertise and on-screen promotional technology to deliver a prestigious and successful sales event for Mazda. Mazda staged the event at Whittlebury Hall near Towcester - a fabulous environment for the 70 dealers attending the event. All 94 ex-management vehicles entered into the auction were sold and achieved 105% CAP Clean. The Mazda CX7 achieved 112% CAP Clean on its auction debut.

In a 'Theatre Auction', the event is staged at a prestigious venue with a professional auctioneer conducting the proceedings. The main difference compared with traditional auctions is that all the vehicles remain at the defleet centre and are presented to buyers via large plasma screens displaying several high quality professional images of each vehicle plus full technical specification details. Attending dealers were able to bid from the comfort of armchairs with waiter service available throughout the auction. The calm and tranquillity of the luxurious surroundings was only broken by the calling of the professional auctioneer and frenetic bidding that ensued.

Peter Allibon, Fleet and Remarketing Director, Mazda Motors UK Limited commented: "We decided to have our first ever 'Theatre Auction' to provide a different and exclusive experience for the dealers. The event was very well attended and dealer's feedback was extremely positive with the overall sale result underlining just how successful the day was."

James Leese, Manheim's Sales Director, Manufacturer Remarketing Services, added: "This type of off-site theatre auction represents an ideal opportunity for manufacturers like Mazda to present prime retail stock in an exclusive environment to their dealer networks. The service is highly flexible meaning that we can offer it at pretty much any location in the country of the customer's choosing."

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. Winner of 14 industry awards for both service and performance excellence since 2005, including Best Remarketing Company four years in a row, Manheim handles nearly 10 million used vehicles worldwide, facilitating transactions representing more than \$50 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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