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**Manheim Direct opens for business, offering thousands of used cars to buy NOW!**

Manheim Direct, a brand new trade sales operation has been launched, offering trade buyers access to immediately purchase from a rolling stock of up to 1,000 vehicles all day, every day. Available from the new [www.manheimremarketing.co.uk](http://www.manheimremarketing.co.uk) website, vehicles from Manheim Direct are either bought over the phone or online at the click of the mouse 24/7, using a unique new 'Buy Now' facility and the service is also backed by a remarketing-industry first: 'Live Chat' functionality. Manheim Direct replaces Manheim's previous trade sales operation vehicle remarketing solutions (vrs).

Vehicles sold through Manheim Direct come from major fleet and leasing companies and manufacturers. Utilising the vast resources available to the world's largest remarketing company, Manheim Direct stock will be physically located at a variety of strategic locations throughout the UK including selected Manheim auction centres as well as the 16 acre Manheim Direct Coventry headquarters. The stock available will be reviewed and updated continually to ensure that buyers are offered an attractive, fresh stock mix.

Access to purchase Manheim Direct stock is exclusive to motor trade account holders via the new [www.manheimremarketing.co.uk](http://www.manheimremarketing.co.uk) website. In addition to the new 'Buy Now' alternative, allowing buyers to purchase vehicles outright at the click of a mouse, additional services include the ability for trade buyers to place online bids for vehicles and discuss stock in real time online with a dedicated sales and support team using the new 'Live Chat' functionality. In addition to the new online innovations, Manheim Direct will also maintain the traditional telephone-based sales support for buyers who prefer to talk in person.

Mike Pilkington, Managing Director, Manheim Remarketing said: "In response to demand from our customers, we set out to restructure an already successful business and have created a simple to use, online proposition that offers buyers, not only a significantly increased choice of stock, but also the widest choice of purchase options. Close collaboration with sister company, Manheim Auctions, and the excellent support received from a range of key vendor customers has delivered an exciting and truly complementary offering for trade buyers looking to source quality used cars. There is simply nothing else like this in the UK remarketing industry and we are looking forward to welcoming new buyers to Manheim Direct, as well as reacquainting ourselves with many old friends!"

**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 Manheim Direct.

**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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