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## **Price is no barrier to buying online**

Simulcast, [Manheim Remarketing](#)'s trade-only simultaneous online broadcast of physical auctions, has sold nearly £130 million worth of cars, vans, trucks, motorbikes and plant since the beginning of the year. What is most surprising is that the products sold come in all shapes and sizes with prices ranging from £10 to £165,000.

Car prices ranged from £1,000 for a 1989 Citroën 2CV to £165,000 for a 2007 Lamborghini Murcielago, van prices ranged from £200 for a 1999 LDV 400 3.5t 2.5D to £25,000 for a 2007 Ford Transit 350 RWD TDCi while heavy goods vehicle and trailer prices ranged from £225 for a Don Bur single axle 25ft curtainside trailer to £34,600 for a 2002 Mercedes-Benz Actros 3235 8x4. The cheapest motorbike sold was a 2008 Yamaha YZFR 125 for £800 and the most expensive a 2008 Harley Davidson VRSCR Steer Rod for £7,000. The cheapest plant sold was a storage container for £20 with the most expensive plant a 2007 plate JCB 3CX Sitemaster which sold for £27,000.

When compared with the first six months of 2009 the total number of products sold via Simulcast has increased by 12%. However, there have been significant increases in several car price bands including numbers of vehicles sold up to £500 increasing by 55%, cars costing £1,000 to £1,999 up by 75% and cars above £20,000 up by 92%.

Mike Pilkington, Managing Director, Manheim Remarketing said: "The vast range of products sold via Simulcast never ceases to amaze me. I can understand how buyers may feel comfortable to bid for a relatively new, averagely priced car, van or truck but buyer confidence in the process is based on the trust that is underpinned by the information supplied by Manheim Auctions. Buying a car for less than £500, a van for £25,000 or a truck for more than £34,000 without actually seeing it in the flesh or touching it is testament to the level of confidence that our buyers have in Simulcast, which has been carefully nurtured over many years."

**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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