



31st August 2010

Manheim Auctions bolsters motorbike proposition

Manheim Auctions has strengthened its monthly motorbike auction activity at Mansfield with the appointment of a new, dedicated sales manager and with the introduction of a new service. The new sales manager is Terry Willis who brings with him ten years experience at all levels of motorbike retailing. The new service is 'Bike Van': a motorbike collection and delivery service to help dealers with their part exchanges, overage stock and stock rotation.

Commenting on his appointment, Terry Willis said: "This is an exciting time to be involved at Manheim Auctions as we maintain and develop our position at the forefront of the wholesale motorbike trade, developing new products and services. My appointment is a clear indication that Manheim Auctions is serious about the motorbike market and the introduction of the 'Bike Van' service demonstrates that we go the extra mile for our customers."

Marilyn Johnson, General Manager at Manheim Auctions, Mansfield added: "Manheim Auctions has a strong heritage of motorbike auctions and we want to re-enforce Mansfield's position as one of the premier motorbike auction centres in the country. The recent appointment of Terry Willis and the introduction of the 'Bike Van' is the beginning of this process."

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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