



20th August 2009

Manheim Auctions sells more vans and trucks online than ever before

[Manheim Auctions](#) sold as many vans and trucks online in the first six months of 2009 as it did during the whole of 2008. Manheim Auctions is unique in the industry as all seven of its dedicated commercial vehicle centres in the UK broadcast their entire physical entry simultaneously over the web to online buyers via Simulcast, its online link to physical auctions. The gross sales value of the 2,376 vans and 444 trucks sold online in the first half of 2009 was in excess of £11.5 million.

Manheim Auctions' Simulcast service is the UK's premier trade-only online wholesale channel, linking trade buyers via the internet to physical auctions. Buyers can view, bid and buy vehicles in real time, competing with other online buyers as well as buyers in the auction hall. An average of 43 online buyers have logged onto each of the 251 commercial vehicle auctions held during the first six months of 2009.

From January to the end of June this year 15.2% (6,017) of the total of nearly 40,000 commercial vehicles sold by Manheim Auctions attracted online bids and 7.1% (2,820) went to online buyers. Manheim's online commercial vehicle buyer base has more than doubled year-on-year since the launch of the service in 2005. Today there are over 500 active online commercial vehicle buyers from as far afield as Ireland and Malta.

The recent introduction of 'Van Check', Manheim's comprehensive report on the mechanical health of vans coming to auction, provides online buyers with greater transparency on the condition of vans as well as building confidence and reassurance. It enables vendors to provide a complete package for online buyers of bodywork and mechanical appraisals combined with detailed damage imaging. 'Van Check' features a 21-point mechanical inspection completed by a qualified and accredited inspector, providing a comprehensive insight into the condition of the van at time of sale. Importantly, it also includes a 24-hour money-back period for any incorrect descriptions of mechanical condition. The 'Van Check' report is scanned and uploaded onto Manheim's website where online buyers can view it in the catalogues alongside the vans' other sale details.

Commenting on the continued growth of commercial vehicles sales via Simulcast Alex Wright, Sales Director, Commercial Vehicles, Manheim Auctions said: "Manheim remains the only national auction company to offer all its vans and trucks simultaneously to both hall and online buyers. Since Manheim Auctions introduced the online selling of commercial vehicles in 2005 Simulcast has become an integral part of the commercial vehicle remarketing 'landscape'. It is now recognised throughout the industry as a well established, trusted and reliable business tool that complements physical auctions. Its acceptance by online buyers was demonstrated during the first six months of this year when we received a total of 32,504 individual online bids worth more than £17m."

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. 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 Auctions & 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, vrs and RMS.

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, KAH Systems, Manheim Inspection Services and Manheim Asset Management.

Manheim Retail Services: providing retail marketing support including point-of-sale materials; used car stock locators; professional vehicle photography; online retail sales portals, sales lead management software and aftersales CRM software. It includes the brands of Portfolio, Carmony.co.uk, e-GoodManners and Real Time Communications,

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