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MANHEIM LAUNCHES LIVE INTERNET AUCTION LINK IN GERMANY

[Manheim](#), the world's largest automotive services company, has launched its Simulcast service in Germany. Already well established in the UK, USA and Australia, the live online link to physical auction is by far and away the biggest service of its kind, currently selling over 10,000 vehicles each week worldwide. Its introduction into Germany is the first step in Manheim's plan to create a leading trade-only online wholesale channel for Continental Europe. Simulcast provides vendors with a much wider exposure to trade buyers by linking them via the internet to physical auctions where they can view and bid on vehicles in real time, competing with buyers actually in the auction hall.

The technology provides extensive details and condition reports of the vehicles to be auctioned and registration is free of charge to accredited dealers and trade buyers via the www.manheim.de website. Once registered, dealers and trade buyers have access to the sale catalogue and can view an auction without any obligation to either bid or buy.

Manheim's experience has shown that potential buyers will observe auctions on several occasions from the comfort and convenience of their own office or home to keep up to date on wholesale vehicle market prices and trends before they enter their first bid and then buy.

Jonathan Holland, Managing Director of Manheim, Continental Europe said: "The introduction of Simulcast into Continental Europe by Manheim is a key part of our strategy to provide a broad range of remarketing and retail support services across these major car markets. Simulcast ticks all the boxes – it's easy to use, adds value to buyers and sellers and it's also extremely efficient and cost effective. Aside from being a superior online buying experience, its success is also largely attributable to the absolute trust buyers place in our vehicle condition reporting which are essential to making online purchases."

Holland added: "The opening of the auction centre in Düren last year was a direct response to the growing demand for our remarketing services in Germany and I am confident that our expanded presence in the German market will grow considerably in the years to come."

Manheim's new purpose-built auction centre in Düren, Germany was opened in September 2008. The two lane, 10,000 sq. metre facility located near Aachen close to the Belgium/Dutch border hosts regular weekly sales for manufacturers, fleets and dealers. Manheim-owned sister companies already present in Germany are Dent Wizard and Modix who provide reconditioning and used vehicle retail marketing services respectively. Germany is the largest new car market in Europe with 3.1 million sales per annum and has the third largest used car market in the world with 6.11 million used cars sold in 2008. It is estimated that there are about 39,000 used car dealers in the country.

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Notes for Editors

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 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 5 Continents, including 38 European locations. In Europe, Manheim operate 3 business divisions:

- **Remarketing:** As Europe's Number 1 provider of remarketing services for fleet operators, manufacturers, large dealer groups and trade buyers, Manheim offers the widest range of remarketing sales channels in Europe. These include a network of physical auction centres and the industry's most advanced online sales channels each selling cars, vans, trucks, plant, machinery and motorbikes. This division includes the online brands of Simulcast, Cyberstock and CyberAuction.
- **Automotive Services:** Manheim is Europe's market leader in the provision of de-fleet services for fleet operators, manufacturers and trade buyers 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. This division includes the brands of Dent Wizard and Carmeleon.
- **Retail Services:** Manheim is Europe's leading provider of showroom and online retail marketing services and sales lead management systems which optimise the quantity, quality and conversion of retail sales enquiries. Working with over 30 manufacturers, major dealer groups and over 7,000 franchised dealers. Key services include: web and internet marketing solutions, used car stock locators, point-of-sale materials, professional vehicle photography, online retail sales portals, sales lead management software and aftersales CRM software.

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