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## **Manheim Auctions and vrs to offer integrated remarketing service**

Sister companies, [Manheim Auctions](#), Coventry and vehicle remarketing solutions (vrs) have teamed up to offer a unique new coordinated and flexible approach to vehicle remarketing. Select stock will be managed between the two adjoining business centres to maximise the sales opportunity for vendors. Vehicles will be allocated simultaneously to both auction and to vrs direct sales channel, ensuring that they are presented to the widest possible number of buyers. This new approach demonstrates the complementary nature of the two sales channels and enables Manheim to manage stock smartly, ensuring that the right car goes through the right sales channel to deliver highest overall values.

Mike Pilkington, Managing Director of Manheim Auctions & Remarketing said: "This new and flexible approach to vehicle remarketing in Coventry adds value by offering the best of both worlds and is launched following a very successful pilot period with two major fleet vendors. Manheim's ability to offer vendors this coordinated approach, together with the development of combined sales reporting is a unique remarketing solution and one that we are confident will be popular with many of our current vendor customers."

Manheim Auctions, Coventry is based at a seven acre site located at Rowley Drive, Coventry just a few hundred yards from the 14 acre vehicle remarketing solutions (vrs) site.

**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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