



19<sup>th</sup> October 2009

## **Manheim Auctions, Coventry set to raise £30,000 for Help for Heroes**

[Manheim Auctions](#), Coventry is set to raise £30,000 for Help for Heroes between now and the beginning of December. The campaign to raise the money will be launched on Wednesday, 21<sup>st</sup> October and will continue at every Wednesday auction at Coventry until 2<sup>nd</sup> December. At the auctions each vendor will be asked to donate £5 for every car sold which will be matched by a £10 donation from Manheim. If £20,000 is raised through the campaign Manheim will donate an additional £10,000 to bring the total to £30,000.

Bryn Parry, chief executive of Help for Heroes said: "The money raised by Help for Heroes is being used to fund projects that make a huge difference to the lives of wounded Servicemen and women. We have already allocated over 24m to the task of providing a new swimming pool and gym complex at DRMC Headley Court and our latest venture is funding the establishment of Army Recovery Centres across the UK. Help for Heroes is all about people 'doing their bit' and we would like to thank all those who raise money for the charity at these auctions."

Mike Pilkington, Managing Director, Manheim Auctions & Remarketing added: "In just over two years Help for Heroes has raised £30 million to provide direct, practical assistance for our wounded Servicemen and women. Its support ranges from building new facilities at the Selly Oak hospital in Birmingham to working with soldiers traumatised by their experiences in the field. I am pleased that Manheim Auctions is able to support the Help for Heroes initiative through our activities at Coventry and encourage all our vendors to join us in this campaign."

Manheim Auctions, Coventry is located at Rowley Drive, Coventry CV3 4FG and holds auctions every Wednesday from 10:30am. For more information, go to [www.manheim.co.uk](http://www.manheim.co.uk).

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### **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, 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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