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## **Van investment at Manheim Auctions, Mansfield pays dividends**

[Manheim Auctions](#), Mansfield's new commercial vehicle focus has already begun to bear fruit with a new sales record established this year. By the end of September a total of 1,620 vans, worth in excess of £4.2 million had been sold, more than the whole of 2008.

The recent investment in Mansfield's van auction business included the appointment of a Commercial Vehicle Manager and most recently, in June of this year, the increasing of the van auction frequency from fortnightly to weekly. In addition, the launch of buyer pre-registration and the introduction of 'Van Check', Manheim's 21 point mechanical checklist with a money back guarantee for the buyer, has enhanced service levels and helped to fuel this growth.

Alex Wright, Sales Director, Commercial Vehicles, Manheim Auctions said: "The significant growth of Mansfield's light commercial vehicle auction business is clear for all to see. Through continued investment, Mansfield has benefitted from the appointment of a dedicated Commercial Vehicle Manager and the move to weekly van auction. The recent addition of national auction programmes for Santander and GMAC at Mansfield sees these high profile vendors join an ever growing portfolio of van vendors at the auction centre. Supported by its ideal location, just off Junction 28 of the M1, Mansfield is now acknowledged as one of the fastest growing van auction centres in the UK by both vendors and buyers alike."

**End**

## **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 and vrs.

**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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