



13th November 2009

Manheim Auctions support for Help for Heroes

[Manheim Auctions](#)' Dealer Sales team recently raised over £1,600 for Help for Heroes by climbing to the top of the 3,000 feet high Skiddaw fell in the Lake District. The Dealer Sales team was accompanied by climbers from Manheim's finance, marketing and sales support teams and by Manheim Auctions & Remarketing Managing Director Mike Pilkington.

The 15 climbers endured miserable weather to reach the summit with heavy rain, cold temperatures and low clouds. Once at the top of Skiddaw the poor visibility meant that the climbers couldn't even see the nearby town of Keswick. The massif of Skiddaw stands above Keswick and is the highest fell in this part of the Lake District at just over 3,000ft (914 m). It attracts many visitors throughout the year and while it may seem benign in good weather it can become treacherous in inclement conditions.

Neil Hodson, Sales Director, Dealer, Manheim Auctions who led the climbing team said: "It was a great team effort, especially considering the weather conditions. The money raised for Help for Heroes helped us to forget how wet and cold we were when we all got back down. Skiddaw usually offers some wonderful views over the Lake District but not on this occasion and that was the only real disappointment."

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 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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