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Manheim strengthens Continental European senior management team

[Manheim](#) has strengthened its Continental European senior management team to support the continued growth of its business in the region. In the newly created role of Business Development Director, Continental Europe, Jonathan Holland will now concentrate on overseeing the relationships with the considerable number of major clients now using Manheim's services. He will also direct the strategic pan-European new business generation, working closely with David Mercer who relinquishes his UK stewardship of Manheim DeFleet Services, to become Commercial Director, Continental Europe, responsible for business infrastructure and operational management.

Manheim now has a presence in eight countries in Continental Europe with a particular focus on the major car markets of Germany and France. None of the used car markets in the region are as developed as the UK in terms of the provision of automotive remarketing services but, according to Manheim, are catching up fast. Manheim's team in continental Europe now exceeds 500 people across Belgium, France, Germany, Greece, Italy, Portugal, Spain and Turkey. Its current operations across the region cover almost the full range of services which are offered in the UK.

John Bailey, CEO Manheim UK and Europe said: "This is a very important development as our Continental European business grows into a more mature and complex one, where different disciplines are required to manage different areas of activity. Both Jonathan and David have over 40 years industry experience between them, including many years at Manheim and they will be key to our growth in Europe over the coming years."

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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 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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