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Manheim Announces Plan to Continue Growing the Industry's Most Extensive Auction Network and Services for Clients

Company direction and investments guided by dealer feedback, changing needs

LAS VEGAS – To make it easier for dealers to access its diverse auction network and services, Manheim today announced its plan to continue growing the industry's most extensive auction network and its inventory services. A customer-centric company, Manheim continuously listens to dealers' input, allowing clients to guide the organization's future investments and offerings.

In response, Manheim is reimagining the customer experience by broadening its services and strengthening its operations – already the largest in North America, spanning 113 physical, digital and mobile sales. It is bringing the company's auction network and offerings to more markets and delivering more access to clients than ever before.

"Our growth plan is intentional, providing choices that meet the evolving needs of our national and local clients who require anytime and anywhere access," said Janet Barnard, president of Manheim North America. "We believe offering a variety of traditional and new sales opportunities best positions us to support dealers' growth, as well as serve clients in previously underserved markets."

Manheim is committed to:

- Expanding its **auction services**, ensuring dealers can quickly buy and sell needed inventory, as well as reduce their risk. The company's new market structure is sharpening its ability to drive client success, and recent growth activities include transitioning Go Auto Exchange sites to Manheim locations and opening a new Manheim Cleveland site.
- Investing in **digital technology**, enabling clients to conduct business anytime, anywhere and during any weather conditions. Dealers increasingly rely on digital and mobile technology. Last year alone, OVE transactions were up over 20 percent and Manheim Simulcast experienced record growth, with 50 percent of attendees now using this channel.
- Reaching local and previously underserved markets in innovative ways. For example, the company's **mobile auction sales** are growing – with 30 established mobile units and 39 more under development – and some are evolving into regularly scheduled events in response to dealer success. Manheim's mobile units bring technology – such as Simulcast – along with staffing and expertise to host an auction on a dealer's lot, as well as in conference centers, warehouses and open fields.

- Leveraging the power of Manheim and Cox Automotive, so that dealers can access **vehicle services beyond the auction**. Clients can seamlessly get financing, transportation, inspections, imaging, and reconditioning, and also can purchase protection separately or via a bundled solutions approach. Many of these services produce cost-effective efficiencies and flexibility, freeing up clients' time for customer-facing priorities. They alleviate dealers' pain points and maximize their revenue and speed to market.

“No matter where or how clients choose to do business with us, we are committed to their success and developing new approaches in anticipation of their future needs,” said Barnard. “We pioneered this industry, and today continue to develop new and better ways to meet dealers' business needs and help them succeed.”

About Manheim North America

Manheim® is North America's only complete wholesale-to-retail inventory solutions provider. Through Manheim, dealer and commercial clients have access to the largest wholesale used-vehicle marketplace which offers 113 physical locations and on-the-go mobile auctions in addition to digital auction channels. It further drives dealer success through Wholesale and Retail Solutions that help dealers get maximum value at the auction and then deliver retail-ready vehicles to the dealership. Manheim registers nearly seven million used vehicles annually and facilitates transactions representing nearly \$50 billion in value. Headquartered in Atlanta, Manheim N.A. is a [Cox Automotive™](#) brand. For more information, visit <http://press.manheim.com>.

About Cox Automotive

Cox Automotive, Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has nearly 30,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises, Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

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