



Manheim

6205 Peachtree Dunwoody Road

Atlanta, GA 30328

www.manheim.com

Manheim News (Customer Newsletter)

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What's In It For You?

Benefit From The Manheim Advantage

As the world's leading provider of automotive services to commercial sellers and automobile dealers, Manheim has long represented the used vehicle marketplace. Last year, we helped customers offer for sale more than 10 million used vehicles.

"At Manheim, we have the largest marketplace of used vehicles and the largest buying dealer base," said Mike McKinney, vice president of dealer sales. "No other company in the industry delivers more buying and selling opportunities, more value, more locations, more technology tools or more services than Manheim."

"That's a huge advantage when it comes to serving dealers," said Debbie Conrad, national director of dealer sales. "The way we see it, our dealer sales teams are an extension of our dealers' business. We are their partners, and it's our job to help them succeed. And the best way to do that is to help them take full advantage of all of Manheim's services."

"I'm a dedicated Manheim dealer," said Louis Miller of Taylor Auto Mart in Monroe, Mich. Miller takes full advantage of the detail and paint and body services, as well as Manheim Automotive Financial Services, at Metro Detroit Auto Auction in Flat Rock, Mich. "It's the convenience factor."

Kevin Esch of Kevin's Marysville Auto in Roseville, Mich., agreed, "Metro Detroit offers a variety of reconditioning services, and I use them all."

It's not just the convenience that drives dealers to take advantage of Manheim's services, but also the quick turnaround times. As Steve Weis of West Hills Motors and Pittsburgh East Nissan in Pittsburgh, Pa., said, "In a week's time, the market for a vehicle can change drastically, so it's critical to have work done quickly."

Butler Auto Auction in Cranberry Township, Pa., not only details vehicles for Weis but also conducts Pre-Sale Inspections.

"When dealers take full advantage of our services, they can maximize the value of the vehicles they are selling and they are able to get the right vehicles that they can sell quickly to their customers for a profit," said Conrad. "We've seen this proven over and over again by the top buyers and top sellers at our auctions. They knew the auction process and use our services and products effectively to their advantage."



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Are You Taking Full Advantage Of All These Services?

Online Vehicle Exchange – the industry's single largest source of Bid or Buy-Now used vehicles.

- Selling dealers can gain 24/7 exposure to dealers nationwide with listings on the site while vehicles are still on their lots
- Selling dealers also can showcase certain inventory for a specified time period via special Event Sales
- Buying dealers can search for vehicles by specific characteristics of the cars, such as make, model, and mileage and certain seller groups.

SuperSeller – a program designed to recognize Manheim dealers who consistently sell at a high percentage.

- As a SuperSeller, dealers have the potential to ring up even more sales.
- For buying dealers, a SuperSeller vehicle represents a good buying opportunity

Tracker DMS – the most full-featured dealer management system on the market, Tracker DMS was re-engineered based on extensive feedback from independent used car dealers in the field. With Tracker DMS, dealers can:

- Benefit from enhanced tracking of inventory, sales and receivables
- Customize forms and reports
- Import data to Quickbooks Pro and Peachtree Complete and much more!

Simulcast – an online system that enables dealers to remotely bid on and buy vehicles as they are moving through the auction lane. For buying dealers, Simulcast has expanded the wholesale marketplace.

Total Resource Auctions – a salvage subsidiary that specializes in remarketing damaged, inoperable, abandoned and salvage vehicles.

POINT – an inventory optimization tool for franchised dealers that:

- Works with a variety of dealer management systems
- Integrates seamlessly with Manheim's online technology tools, simplifying vehicle registration at auctions and postings on Online Vehicle Exchange

Manheim's Recon Services – Manheim's auction facilities can add value to any vehicle via a broad array of reconditioning services, including:

- Inspections
- Mechanical repairs
- Auto body repairs
- Clean Team detail services
- Dent Wizard services, including Wizard Repairs

MAFS – Manheim Automotive Financial Services offers a variety of floor plan programs.