

## 05/31/07 - Manheim Recon Operations Renamed Frontline Services

Manheim has renamed its reconditioning business units, "**Frontline Services.**" This new name more accurately describes the work of Manheim's reconditioning operations. These services help customers — factory, fleet/lease and dealer — add value to their vehicles, making them frontline ready.

"Because the word 'frontline' is widely used and understood within the industry, it made sense to rename this group of services 'Frontline Services,'" said **Gary Disharoon**, director, Frontline Services.

Frontline Services includes **Light Mechanical Repair, Auto Body Repair, Clean Team, Dent Wizard, Post Sale Inspection** and **Mark III Customs**. This comprehensive line of reconditioning services helps customers maximize vehicle value and return on investment.

"'Frontline Services' is a better definition of what we do," said Disharoon. "It can be difficult to explain recon operations but the new name gives us a quick way of describing the value of our work."

Manheim has launched a multi-year integrated marketing campaign promoting Frontline Services called "A Powerful Team." It features five heroes, called the Frontline Force, and is designed to generate excitement, build awareness and help educate employees and customers on how Frontline Services can maximize customer value. To learn more about the campaign, visit the Frontline Force web site: [www.thefrontlineforce.com](http://www.thefrontlineforce.com).