



24th April 2008

Manheim Auctions Bristol celebrates 10 years of operations

Manheim's Bristol auction centre celebrated its 10th birthday at Ashton Vale Road with a special Anniversary Auction on St George's Day, Wednesday 23rd April. The multi-vendor event included vehicles from ARVAL, FCE Bank, GE Fleet, Lloyds TSB Autolease, Lombard, Masterlease and Mercedes-Benz. More than 150 buyers that registered in Bristol were joined by a further 70 buyers who "attended" via Simulcast, Manheim's live web link to physical auctions with over 300 vehicles being sold on the day.

Those attending the anniversary auction were treated to free breakfast, refreshments and canapés throughout, with cheerleaders on hand to help the celebrations. To add to the party atmosphere, buyers had the opportunity to win more than £2,000 during the sale. Every tenth car sold carried a £50 cash prize, which was presented to the successful bidder but only if they claimed their prize before the next car was sold!

The Bristol team had a further reason to celebrate with the recent acquisition of the VOSA LCV site adjacent to the centre which will result in Manheim Auctions, Bristol having the largest covered inspection area in the Manheim Group. This will ease congestion and greatly improve the operational flow of vehicles at the site.

Adrian Kelly, Auction Centre Manager said: "The anniversary sale was a great success and the team at Bristol pulled out all the stops to ensure that it really was a day to remember for both vendors and buyers. The party isn't over yet as we have further celebrations planned for both buyers and staff over the next few weeks."

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 3 years, Manheim handles nearly 10 million used vehicles worldwide, facilitating transactions representing more than \$58 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 DeFleet Services: providing logistics; vehicle inspection; asset management; reconditioning and pre-sale preparation. It includes the brands of Dent Wizard, Kah Systems, Manheim Inspection Services and Manheim Asset Management.



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, VRS and RMS.

Manheim Retail Services: providing retail marketing support including point-of-sale materials; used car stock locators; professional vehicle photography; sales lead management software and aftersales CRM software. It includes the brands of Portfolio, e-GoodManners and Real Time Communications.

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