



# Manheim

**FOR IMMEDIATE RELEASE**

February 10, 2010

**CONTACT:** Lois Rossi

Director Public Relations, Manheim  
(678) 645-2028

## MANHEIM MARKET REPORT GOES MOBILE

*Mobile MMR is the first of Manheim's online products that puts pricing power at dealers' fingertips*

ATLANTA – Manheim, the world's leading provider of vehicle remarketing services, today announced the launch of a mobile version of Manheim's Market Report (MMR), offering a faster, free and simplified version of Internet MMR for dealers using handheld mobile devices. Mobile MMR is viewable via Web browsers on most major handheld devices, and is available beginning today.

Mobile MMR, available at [m.manheim.com](http://m.manheim.com) on most mobile devices, will provide on-the-go Manheim customers with access to a mobile-optimized version of the company's industry-leading wholesale vehicle pricing guide. Users will now be able to access vehicle pricing data and research anytime, anywhere.

"The Manheim Market Report has historically been a go-to resource for used vehicle dealers on a daily basis," said Sue Boehlke, senior vice president, Manheim Online Solutions and Technology. "In a survey conducted last year, we found that 77 percent of customers surveyed accessed Internet sites through their mobile devices. Manheim recognized the need to give customers on-the-spot access to mobile MMR, a technology whose time has arrived."

When survey respondents were asked which services they most needed, MMR values were at the top of the list. Mobile MMR can be accessed on any mobile phone with a Web browser, with usability optimal on smart phones. With mobile MMR, customers can search wholesale pricing guides and average Manheim auction prices by month and week, after inputting the VIN or make, model and style. Mobile MMR users also have the option to view individual transactions by region, auction site and sale type.

In addition, Manheim sought out dealer feedback through a beta test of mobile MMR. "Mobile MMR makes life easier when I'm out in the lot, on the road or at the auction," said Adam Thrasher, operations manager, VW Hyundai of Murfreesboro, who participated in mobile MMR beta tests. "I can find what I need immediately and move on. I don't need to take notes back to my desk to start my research."

"Manheim is committed to developing technologies that help our customers do business more efficiently," added Boehlke. "Customer feedback drove the creation of mobile MMR, and it will drive the continued development of additional high-value technologies like mobile search, which we expect to introduce in the near future. Our aim is to place the power of Manheim in the palm of your hand."

Customers interested in providing feedback about mobile MMR are invited to click the feedback button on the mobile site or to e-mail [mobilefeedback@manheim.com](mailto:mobilefeedback@manheim.com).

###

**About Manheim ([www.manheim.com](http://www.manheim.com))**

Manheim is the world's leading provider of vehicle remarketing services. Through its 130 worldwide wholesale operating locations, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles. Drawing from its auction transaction volume, Manheim Consulting publishes the annual Used Car Market Report, the definitive source of data for the used car industry. Manheim Consulting offers a wide range of services including custom analytics, business optimization and macro economic analysis.

Manheim is the online vehicle remarketing leader, connecting buyers and sellers to the world's largest, most comprehensive wholesale marketplace through its extensive in-lane and online offerings. Manheim.com receives nearly 900,000 visitors each week.

Additionally, Manheim offers services including reconditioning, certification, inspections, dealer financing, title management and marshaling, among others. Through its wide array of services and technologies, industry publications, customer support and educational offerings, Manheim gives its customers maximum control over how they buy and sell vehicles, helping them to conduct business in the most efficient way possible. In 2009, Manheim handled nearly 10 million used vehicles, facilitating transactions worth more than \$50 billion in value.

Headquartered in Atlanta, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.