



FOR IMMEDIATE RELEASE

July 16, 2010

CONTACT: Lois Rossi
Director Public Relations, Manheim
(678) 645-2028

OVE.COM HOSTS FIRST-EVER INDEPENDENT AUCTION PARTNER SUMMITS

Atlanta and Denver conferences to provide best practices on how partner auctions can use OVE.com to grow their online sales and business

ATLANTA – OVE.com, the 24/7 Bid or Buy Now marketplace, is bringing together its independent auction partners for two first-ever educational conferences. These Independent Auction Summits, for businesses that have signed up to facilitate transactions on vehicles listed by their customers on OVE.com, are scheduled for July 26 in Atlanta, and August 10 in Denver—the morning of the International Automotive Remarketers Alliance (IARA) conference.

The summits are designed as a forum for independent partner auction owners, general managers and online managers to learn and share the latest success stories and strategies about selling more on OVE.com and growing their business by use of the site. The summits will also provide the site's independent auction partners with a first-hand look at how each location can use OVE.com to grow dealer business by touching vehicles that would normally not go down their lanes – an important move for auctions interested in keeping up with a remarketing industry that gives sellers more options to market their wholesale inventory than ever before.

“OVE.com benefits, such as electronic condition reports, provide customers with confidence in the marketplace, and that means faster sales and hassle-free transactions,” said **Tim Swift**, co-owner and general manager, Corry Auto Dealers Exchange, a leading independent auction in Corry, Penn. “OVE.com has also helped us bring in incremental business. Now we not only get buyers from around the country, but our new dedicated online specialist has taken our business on the road and is introducing regional dealers to the benefits of placing their inventory online with us.”

OVE.com reports that opportunities for business growth and expansion through partnership with the site are always growing as more buyers are now choosing the convenience of an online marketplace. At OVE.com, the number of buyers purchasing on the site through June has increased by 32 percent*, and OVE.com's almost 100 independent auction partners are benefitting with incremental sales and customer satisfaction opportunities.

“We counsel all of our auction clients that it is extremely important in the current business cycle to have as many arrows in your quiver as possible,” added **Pierre Pons**, President of TPC

Management Company, whose firm consults for a number of the nation's largest independent auto auctions. "It makes good business sense for an independent auction to be able to offer their customers vehicles through [OVE.com](http://www.ove.com), and we have a number of great success stories with independents where [OVE.com](http://www.ove.com) has vastly opened their business opportunities."

To help [OVE.com](http://www.ove.com) independent auction partners add to these success stories, each half-day summit features two concurrent tracks: one track for owners and general managers to discuss strategic issues with [OVE.com](http://www.ove.com)'s leadership and another track for online managers to learn the tactical tips and secrets for successful online selling.

Topics will explore buyer and seller behavior, vehicle valuation, selling and marketing best practices and updates on future features. Attendees can also learn how their most successful colleagues have transformed their businesses by buying and selling on [OVE.com](http://www.ove.com). They also get an opportunity to help shape future features through their feedback.

The [OVE.com](http://www.ove.com) Independent Auction Partner Summit in Atlanta will be held at the Manheim DRIVE Center from 11:30 a.m. to 5 p.m. on Monday, July 26. The Denver summit will be immediately preceding the IARA Conference from 8 a.m. to 1 p.m. on Tuesday, August 10. To register for either event, visit: <https://www.eiseverywhere.com/ereg/index.php?eventid=13265&>.

About [OVE.com](http://www.ove.com) (www.ove.com)

[OVE.com](http://www.ove.com), Manheim's 24/7 Bid or Buy Now wholesale vehicle marketplace where physical auctions play a central part in its success, is the only marketplace of its kind with a no-questions-asked buy-back guarantee (www.oveoffers.com). [OVE.com](http://www.ove.com) connects buyers to the leading selection of inventory in the industry while offering them a virtual inventory of more than 25,000 vehicles to help them improve profitability anytime.

###

* vs. 2009's monthly average