

**FOR IMMEDIATE RELEASE**

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## **Manheim Dashes to Make a Difference During the Holidays Management**

### *Successful ‘Dashing Through the Lanes’ Campaign Returns Activating End-of-Year Incentives, Charitable Contributions and Employee Engagement*

**ATLANTA** – Manheim is driving sales and excitement with the return of the month-long ‘Dashing Through the Lanes’ holiday campaign. Aimed at increasing in-lane transactions during the fourth quarter, ‘Dashing Through the Lanes’ provides opportunities to thank dealer clients for their business as well as help them end their sales year strong. The nationwide campaign unites the teams at Manheim’s U.S. operating locations with avenues for local giving opportunities.

“As last year’s campaign attracted strong in-lane attendance and positive feedback, we wanted to again show our support while helping our dealer clients get a great start to the new year,” said Chris Hood, director of brand marketing, Manheim. “The campaign is a fun way to let them know that despite the hectic holiday season, we are here to ensure they get the inventory they need.”

For five weeks, from Nov. 16 through Dec. 20, dealers who attend any of Manheim’s sales in-lane or via Simulcast will automatically be entered to win daily prize package giveaways. In addition, OVE.com will celebrate ‘12 Days of Dashing’ Dec. 1 through Dec. 12 giving away daily prizes to select dealer clients who complete online transactions.

During the inaugural ‘Dashing Through The Lanes’ campaign in 2014, lane attendance rose nearly 12 percent and more than 6,000 dealer clients increased their year-over-year purchase volume. The company anticipates seeing similar involvement with stronger buying results this year.

The popular Tire Wreath contest delivers a localized component to ‘Dashing Through the Lanes.’ Employees at every Manheim location are encouraged to creatively design a holiday-themed wreath utilizing recycled tires. Last year, more than 100 tires were re-used in an effort to transform them into holiday décor. In addition, thousands of dollars were donated to local charities during Tire Wreath auctions held at local in-lane sales events.

“The best part about ‘Dashing Through the Lanes’ is the opportunity to spread goodwill and holiday cheer in the communities in which we serve,” added Hood.

To learn more about Manheim’s ‘Dashing Through the Lanes’ campaign, please visit [www.dashingthroughthelanes.com](http://www.dashingthroughthelanes.com).

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

Manheim is the leading global provider of vehicle remarketing services, connecting buyers and sellers of used vehicles to the largest wholesale used-vehicle marketplace. The company helps dealer and commercial customers achieve results by providing physical and digital auction channels, data analysis, financing, transportation and mobile products and solutions.

Manheim pioneered in-lane vehicle auctions and has been an innovator in both digital and mobile auction platforms. Manheim registers nearly 7 million used vehicles annually, facilitating transactions representing nearly \$46 billion in value. Manheim's research and consulting arm, Manheim Consulting, provides industry-leading market intelligence and publishes the widely recognized annual Used Car Market Report. The company offers dealer financing through [NextGear Capital, Inc.](#) and transportation services through [Ready Auto Transport](#).

Headquartered in Atlanta, Manheim has more than 20,000 employees in 122 worldwide sites and generates annual revenues of more than \$2.5 billion. A subsidiary of Cox Enterprises, Manheim participates in "Go Green with Manheim," the company's sustainability program.

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