

VIRTUAL AUCTIONS: NO LONGER A THING OF THE FUTURE

While some independent dealers were buying online pre-pandemic, the bulk of inventory acquisition was done in-lane. The pandemic pushed the marketplace online and it looks as if it's there to stay. In a time of ever-thinning profit margins and inventory shortages, if leveraged correctly, online auctions can provide an efficient, profitable enhancement to a dealership's operation model.

53%

LOW INVENTORY LEVELS AFFECT 53% OF INDEPENDENT DEALERS¹.

Adding online auctions to your purchasing strategy can help ensure you're offering consumers the widest array of vehicles possible.

Concerned about the vehicle's valuation
when purchasing inventory online?
YOU'RE NOT ALONE.

42%

42% OF INDEPENDENT DEALERS
are 'very concerned' with the valuation
of their used vehicle inventory².

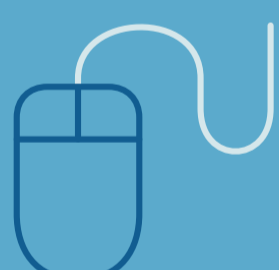


HOWEVER, ACCESSING AUCTIONS WITH GUARANTEED VALUATIONS, SUCH AS MANHEIM EXPRESS, ASSURES YOUR VALUATIONS ARE ACCURATE.

MANHEIM EXPRESS OFFERS 360°
IMAGING AND CONDITION REPORTS³
AS WELL AS PRICING CALCULATIONS
that are based on over **10 million** sales
transactions for the previous **13 months**⁴

ONLINE AUCTIONS ARE ACCESSIBLE 24 HOURS A DAY, 7 DAYS A WEEK⁵.

THIS ENABLES YOU TO RAMP UP OR
WHOLESALE INVENTORY IN A QUICK AND
SAFE MANNER. Gone are the days of waiting
for sale day to sell or purchase inventory.
With online auctions you can purchase or
sell inventory on your own time!



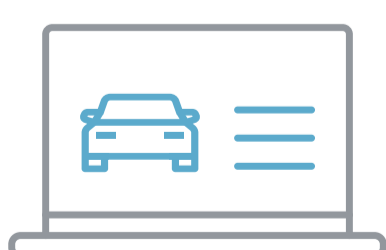
**SHOPPING ONLINE FOR
INVENTORY OPENS BUYERS
UP TO ENDLESS PURCHASING
OPPORTUNITIES.**

WHEN ACQUIRING INVENTORY ONLINE YOU HAVE THE ABILITY TO SHOP ON MULTIPLE PLATFORMS ALL AT ONCE.

Because you can search for specific
makes and models, shopping online
empowers you to make sure the inventory you are purchasing
aligns with your buying and pricing strategies. Make
spending time looking at inventory you are uninterested
in a thing of the past!



**INDEPENDENT DEALERS
NEED A STEADY, RELIABLE
SOURCE OF INVENTORY.**



ONLINE AUCTIONS ARE ALWAYS UPDATING THEIR INVENTORY OFFERINGS!

IN FACT, MANHEIM OFFERS OVER
8M VEHICLES ANNUALLY AND SELLS
OVER **2.3M** OF THOSE LISTINGS
DIGITALLY⁶.

The pandemic and its impact on the auto industry has expedited a need for fast and flexible ways of operating. The inventory sourcing process is no exception. Virtual auctions provide not only an efficient bidding process but can enhance your inventory offering. **Check one out today!**

SOURCES:

1. Cox Automotive, Inc., 'COVID-19: Tracking U.S. Consumer and Automotive Dealer Sentiment', at p. 20 (dated June 2, 2020), available at <https://www.coxautoinc.com/wp-content/uploads/2020/06/Cox-Automotive-COVID-19-Consumer-and-Dealer-Impact-Study-6-2.pdf> (as of Dec. 10, 2020)
2. Id. at p. 25.
3. Cox Automotive, Inc., Manheim Express informational page, available at www.mymanheim.com/express/ (as of Dec. 10, 2020).
4. Manheim, 'Valuation (Manheim Market Report)', available at <https://publish.manheim.com/en/services/valuation> (as of Dec. 28, 2020).
5. Manheim News Room, 'Manheim Salutes NAA's National Auto Auction Week, Aug. 15-19', available at press.manheim.com/nationalautoauctionweek (as of Dec. 28, 2020).
6. Cox Automotive, Inc., Manheim informational page, available at www.coxautoinc.com/brands/manheim (as of Dec. 28, 2020).