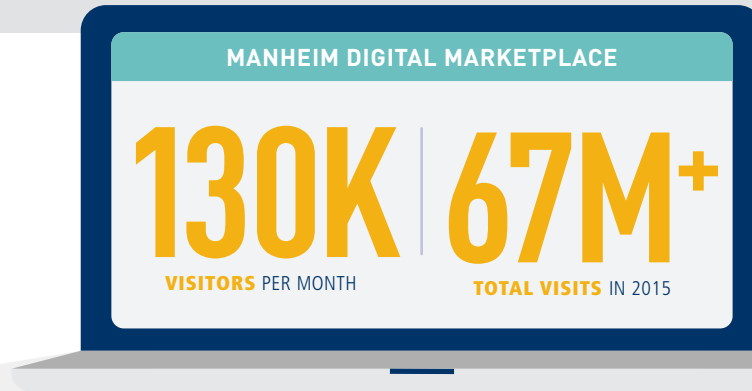




DIGITAL TRENDS

2015 WRAP-UP

Manheim clients are quickly adopting multiple digital channels to buy and sell vehicles anytime, from anywhere



MOBILE

BUY AND SELL FROM YOUR SMARTPHONE OR TABLET.



VISITORS USE MANHEIM'S MOBILE SITE AND APPS EACH MONTH (+10% YOY)



VISITS TO MANHEIM'S MOBILE SITE, IPHONE AND ANDROID APPS IN 2015

SIMULCAST

BUY AND SELL IN REAL TIME ONLINE NO MATTER WHERE YOU ARE.



DEALERS ATTEND A SIMULCAST SALE EVERY MONTH – 1/3 OF ALL DEALER REPS



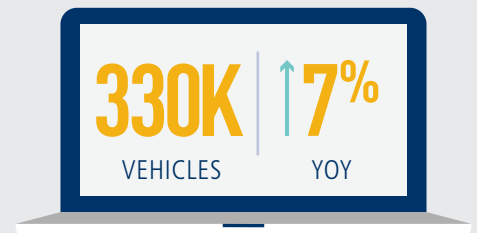
VEHICLES SOLD

OVE

24/7 ONLINE WHOLESALE VEHICLE MARKETPLACE.



VEHICLES LISTED MONTHLY ON OVE



VEHICLES SOLD

"I like it! [OVE 2-way text] It is way easier for me. I am on the road a lot and always had to log into the site from my phone to counter or accept offers, now all I have to do is answer by text!"

-Jacob Kern, Kern Automotive Group

TRENDING NOW
IN 2016 Q1



OVE 2-Way Text Notifications Launched – An industry first!

March 2016 OVE transactions highest on record.

OVE transactions up 21% through Q1 2016.

OVE Daily Sales – Dealer vehicles now run for 24 hours, from 4 p.m. to 4 p.m. EST each day.

Source: Manheim Product Management & Cox Automotive Centralized Analytics™