






# 2016 WHOLESALE DIGITAL TRENDS



COX AUTOMOTIVE PROVIDES ACCESS TO THE  
LARGEST WHOLESALE INVENTORY  
IN-LANE AND ONLINE

 **139K** AVERAGE  
**MONTHLY DIGITAL USERS**  
 **50%** AUCTION SALE  
ATTENDANCE  
VIA SIMULCAST

 **12M+**  
**TOTAL BIDS**  
**+18%** YOY

 **75M+**  
**TOTAL VISITS**  
 **+15%** YOY  
INCREASE IN VISITS TO  
MANHEIM'S MOBILE  
SITE & APPS



 **1.6M+**  
**TOTAL TRANSACTIONS**  
THRU DIGITAL CHANNELS  
**+22%** YOY  
**378K+** RECORD-HIGH  
VEHICLES SOLD ON OVE  **ove**

 **2,500,000+**  
**TOTAL VEHICLES SOLD**  
ON OVE SINCE LAUNCH