



Technology **That Drives** Increased
Market Share and Operational Efficiency

— Part 2 —

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Partnering To Address Marketplace Challenges



AGENDA

Manheim: Beyond Remarketing

- Marketplace Insights – Inventory and Consumer

Digital Strategies to Keep More Customers and Sell More Cars

4

1

Expand Inventory Options

Move from 100+ Vehicles to 70,000 Available Vehicles

2

Fulfilling Customer's "Wish Lists"

Saved Search queries and inventory notification

3

Presenting Inventory Options "Retail View" with customization

4

Digital "Retail" Ready vehicle information and photos

Marketplace Insights

Inventory and Consumer



Dominant Forces Shaping the Automotive Industry

INVENTORY AND CONSUMER

Age & education differences

Labor Market

Participation Rate

Involuntary part-time

Energy Markets

Hours & earnings

Under-employed

Exchange Rates

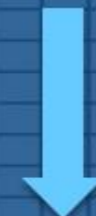
Longer loans with



Lower downs to



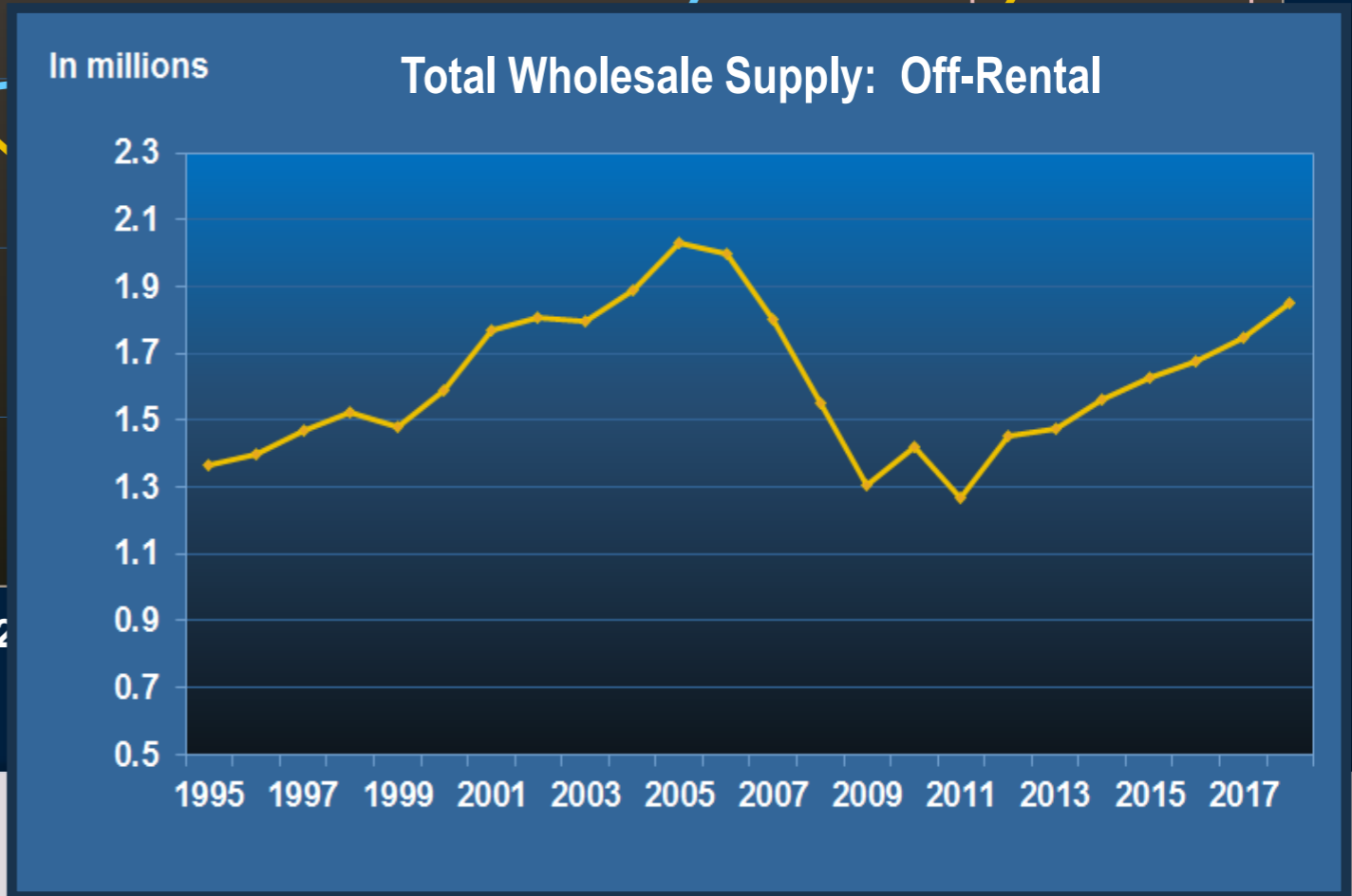
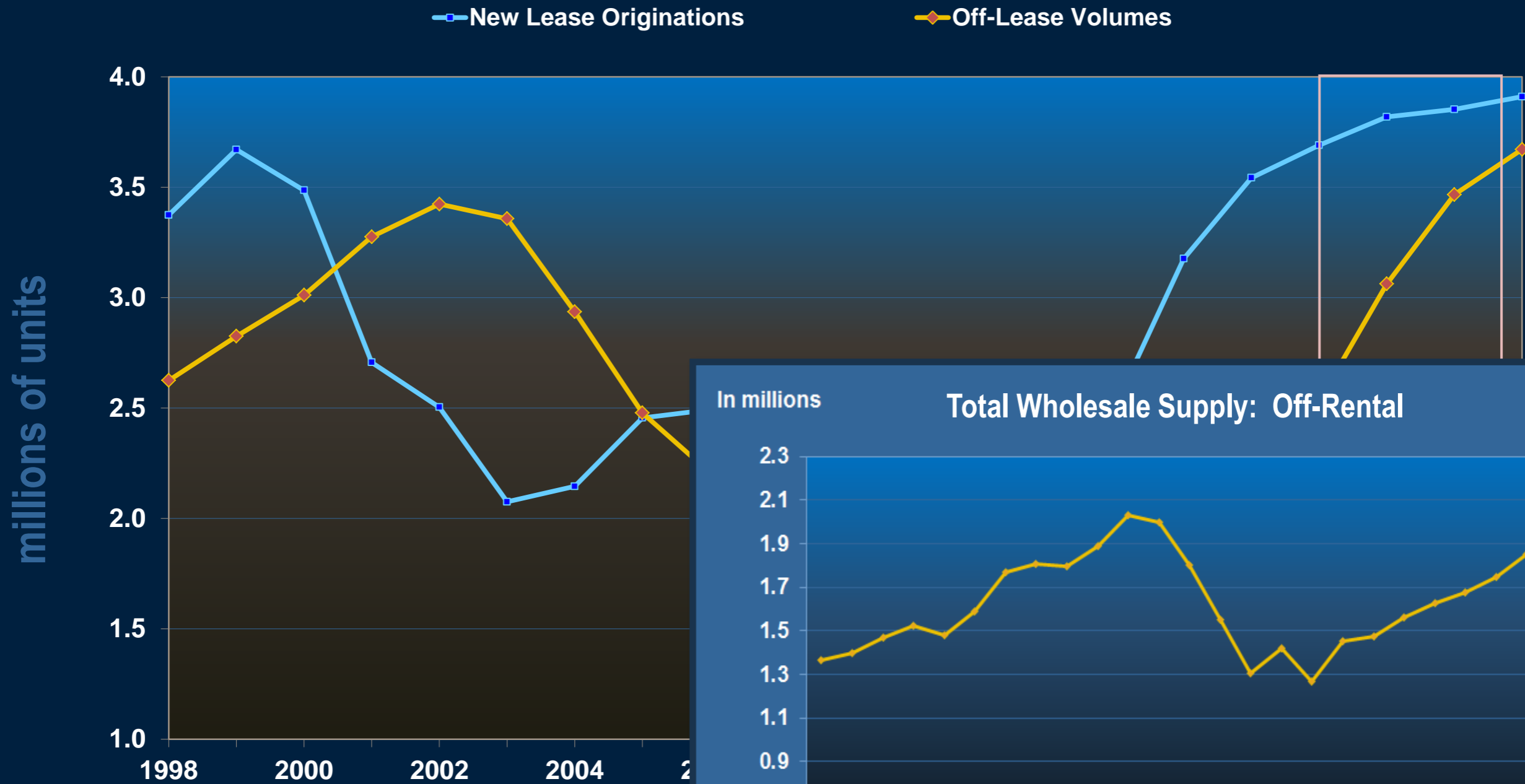
Lower FICOS



Record Lease Penetration



Inventory Volumes – Further Growth Ahead



Source: Manheim Consulting

Inventory Engaged: Consumer

Time spent researching online has increased from **59%** to **70%**

SELLING IMPACTS?

4 hrs 12 min
offline

16 hrs 36min
Total Shopping Time

11 hrs 12min
online

2011
19hrs 6min
Total Shopping Time

77%

purchased model they had in mind prior to dealership visit

A family of four (a woman, a man, and two children) are gathered around a laptop, looking at the screen together. The image is dimmed with a blue overlay.

4 Digital Strategies

Keep More Customers and Sell More Cars

But First, “LOOKER” access...


Request made by Owner/GM or official Manheim Account Owner

Contact Manheim Customer Care
(866)-Manheim

Request “looker” status providing individuals information and credentials

MANHEIM RIVERSIDE
DEALER CONSIGNMENTS FOLLOWING BMWFS

6-84: 1970 VOLKSWAGEN BUG Odometer: 12064



HIGH BID
\$2,600

Bidder # 0
Looker
MICHAEL ROBERTS

\$2,700
CLICK TO BID

Vehicle Information

Odometer	12064
VIN	1102398083
Color (Ext/Int)	BLUE / BLK
Installed Options	4G, 4S, CD, VI
Seller	DEL MAR AUTO CENTER INC
Title	
Announcements	ASIS /FOR YAER MODEL

...and "The Learning Center"

BUY SELL SERVICES MY MANHEIM LOCATIONS

Search []

> The Learning Center

The Learning Center

Hide Intro Video



How to Use TLC

Maximize your earning potential with The Learning Center. Our videos and step-by-step tutorials will help you succeed in the world's largest used car marketplace.

1:11

ALL TUTORIALS BUYING TUTORIALS SELLING TUTORIALS SERVICES TUTORIALS

All Categories

Sort by: Latest

1 2 3 >

FEATURED

- How to Buy on OVE.com (Buying, OVE) 04:36
- How to List a Vehicle in an In-Lane Sale (Selling, Local Auction) 03:43
- How to Buy on Simulcast (Buying, Simulcast) 03:55
- How to Add and Edit Vehicles on OVE.com (Selling, OVE) 06:22
- How to Use Your Mobile Device to Bid on Simulcast Vehicles (Buying, myMobile, Simulcast) 06:21

...and “The Learning Center”

The screenshot shows the top navigation bar with links for BUY, SELL, SERVICES, MY MANHEIM, and LOCATIONS. A search bar with a car icon and a magnifying glass is on the right. Below the navigation is a breadcrumb trail for 'The Learning Center' and a 'Hide Intro Video' link. The main content area features a video player with a thumbnail showing a road and the text 'The Learning Center from Manheim'. To the left of the video is a sidebar with the heading 'ALL TUTORIALS' and a list of categories: All Categories, Frontline, Local Auction, Manheim Market Report, My Purchases, and Workbook.

1

Expanded Inventory Options

Expanded Inventory Options



CARmax
The way car buying should be.[®]

Find a Car | Sell Us Your Car | Research | Financing | Why CarMax | Find

Search [] MyCarMax []
Sign in | Register [] Website Fe []

Selling your car
Start at CarMax []

Why CarMax?

Quality, value, service, and a company

15 great reasons to start at CarMax

★ Low, no-haggle prices

Get a fair price up front without spending hours negotiating for it.

★ Flexible financing options

We work with a variety of financial institutions to provide the best possible financing. If approved, you see your offers when we do—just choose the one that's right for you. If you find a better option, you have three business days to refinance, penalty- and interest-free.

★ Thousands of cars priced under \$12,000

With over 50,000 cars in stock across the country, you can find a car that fits your needs and budget. Most can be transferred to a



Welcome, *Guest* | Email [] | Bookmark [] | Print this Page [] | Share: [] [] [] [] [] [] []
[] Create A Profile [] My Favorites [] My Saved Searches []

PENSKECARS.COM
Over 40 Brands and 30,000 Vehicles.

Follow Us: [] [] [] []

HOME | NEW CARS | USED CARS | SCHEDULE SERVICE | CAREERS | VEHICLE SHIPPING | EMPLOYEE / PARTNER LOGIN

SEARCH CARS [Example: 2011 Red Dodge Charger] Within [Any Distance] of [Zip] [SEARCH]

VEHICLE SEARCH
[] New [] Used [] All
All Years []>
All Makes []>
All Models []>
Any Body Style []>
Any Price []>
[FIND MY CAR]

VEHICLE SHIPPING
Nationwide Delivery to Your Front Door
[Click Here to Learn More]

POPULAR VEHICLES

[] [] [] [] [] [] [] [] [] []

Expanded Inventory Options

BUY
SELL
SERVICES
MY MANHEIM
LOCATIONS

Vehicle Search

[Print](#) [Email Run List](#)

PowerSearch [Learn More](#)

NEW SEARCH
MODIFY SEARCH
120567 Vehicles Found
ADD ALL TO WORKBOOK

[Saved Searches](#) [Workbook](#)

Current Search

- Car
- SUV
- Truck
- Van

SAVE SEARCH

Narrow By Clear All

Make

- Ford (19523)
- Chevrolet (13809)
- Toyota (7937)
- Nissan (7541)
- Dodge (6322)
- BMW (5931)
- Mercedes-Benz (5905)
- Honda (4530)
- Hyundai (4159)
- Chrysler (4059)
- Lexus (3302)

Sort By: Year Reverse Details Basic

Results per page: 25 Page 1 [GO](#) of 4823

<p>2015 Acura MDX AWD 5FRYD4H4XFB007519</p> <p>Odometer 5,656 mi 6 Cylinder CR 3.8 AutoCheck CARFAX</p> <p>Silver Black Workbook</p>	<p>Pickup PA - Manheim Pennsylvania</p> <p>Facilitation PA - Manheim Pennsylvania</p> <p>Seller AHFC/HONDA LEASE TRUST/HVT, INC ACURAS Honda Remarketing</p>	<p>MMR: Not Available</p> <p style="text-align: right;">Apr 03 09:00 am Simulcast 31 / 103</p> <p style="text-align: center; background-color: #003366; color: white; padding: 5px;">ENTER SALE</p> <p style="text-align: center; background-color: #003366; color: white; padding: 5px;">PROXY BID</p>
<p>2015 Acura RDX* 5J8TB3H31FL002534</p> <p>Odometer 6,275 mi 6 Cylinder SALVAGE AS IS AutoCheck CARFAX</p> <p>Workbook</p>	<p>Pickup CA - Fontana</p> <p>Facilitation CA - Manheim Southern California</p> <p>Seller WORLDWIDE AUTO INC. ★★★★★</p>	<p>\$11,950.00 MMR: Not Available</p> <p style="text-align: right;">Mar 31 03:00 pm OVE (1 Day 23 Hours 53 Minutes)</p> <p style="text-align: center; background-color: #003366; color: white; padding: 5px;">BUY NOW</p> <p style="text-align: center;">Make an Offer</p>
<p>2015 Acura RDX SH-AWD* 5J8TB4H34FL013405</p> <p>Odometer 2,855 mi 6 Cylinder Automatic</p>	<p>Pickup NJ - BRIDGETON</p>	<p>\$34,250.00 MMR: Not Available</p> <p style="text-align: right;">Mar 29 04:00 pm OVE (53 Minutes)</p> <p style="text-align: center; background-color: #003366; color: white; padding: 5px;">BUY NOW</p>

Expanded Inventory Options

BUY SELL SERVICES MY OVE

Vehicle Search

Basic Search

SAVE SEARCH NEW SEARCH

Displaying 1 - 50 of 23460 vehicles

ADD ALL TO WORKBOOK

Sort by: Seller Rating Reverse Page: 1 GO of 470

Print

Saved Searches Workbook

Current Search


- Car
- SUV
- Truck
- Van
- With Condition Report
- With Seller Disclosure
- 0% - 120% of MMR
- Include listings with no MMR value
- Include listings priced under \$10,000 in filter results
- Include listings with odometer greater than 100,000 in filter results

Narrow Search Clear All

Make

- BMW (1588)
- Chevrolet (2266)
- Dodge (837)
- Ford (3344)
- Honda (784)
- Hyundai (662)
- Lexus (1134)
- Mercedes-Benz (1674)
- Nissan (1151)
- Toyota (1791)


2011 Ram 1500 SLT
1D7RB1CP7BS692058

 Odometer 1 **CR**
[Get CARFAX](#) | [AutoCheck VHR](#)

Gray | —
[Workbook](#)

Pickup TX - HUTCHINS

Facilitation myCentralAuction

Seller 
ARI (Automotive Rentals Inc)
Automotive Rentals Inc
Open
★★★★★

\$7,700
34% of MMR \$22,200

Apr 1 01:00 am
6 Hours 48 Minutes


BUY NOW

\$7,200
32% of MMR \$22,200

BID

Starting Bid = Floor


2013 Chevrolet Express Cargo Van WORK VAN
1GCWGFCAXD1150260

 Odometer 42,000 **CR**
[Get CARFAX](#) | [AutoCheck VHR](#)

White | —
[Workbook](#)

Pickup CA - South Bay Auto Auction

Facilitation CA - South Bay Auto Auction

Seller 

\$6,600
36% of MMR \$17,900

Apr 1 01:00 am
6 Hours 48 Minutes

BUY NOW

\$6,100
34% of MMR \$17,900

BID

Starting Bid = Floor

Expanded Inventory Options

Vehicle Details

[Back to Search Results](#)

[Workbook](#)

[Retail View](#)

2014 FORD EDGE LIMITED



Click + to zoom, then drag the image to move it.



Time Left 20 Hours 36 Minutes
Start Date 03/27/2015 5:30PM ET
End Date 04/02/2015 12:00PM ET
Facilitation Manheim Fort
Lauderdale
[\(954\) 791-3520](tel:(954)791-3520)

Buy Now Price
\$23,900

BUY NOW

17 Views

[View Fees](#)

Condition

CR 4.3

VIN

2FMDK3KC2EBA26220

Odometer

30,786

Exterior / Interior

White / Black

Pickup Location

FL - Manheim Fort Lauderdale

Vehicle Location

At Auction

MMR

\$24,200

Vehicle History

[Get CARFAX](#)

Black Book

Extra Clean: \$25,100

Clean: \$24,200

Average: \$22,725

Rough: \$20,675

[Show Adds/Deducts](#)

REPORTS

VEHICLE SPECIFICATIONS



2

Fulfilling Customer “Wish Lists”

“Wish List” Strategies, Customer Search

HELLO

my name is

“Wish List” Strategies, Customer Search

Autotrader Close X Welcome. View account | Sign out

Cars for Sale | Sell My Car | Trade In My Car | Car Research & Reviews | Find Local Dealers | Loans | Insurance

Visitor Agreement | Feedback [+]

My AutoTrader

My Summary | My Cars | **My Searches** | My Alerts | My Profile

My Searches

1 saved search
Sort by: Date Saved - New to Old | View all search criteria | Start a new search | Cancel all search alerts

Saved Search(1)

Mar 11, 2015 | View search criteria | Show search results: Since last searched | Go

Edit search details | Delete

Receive email alerts
 Receive text alerts

Alert frequency: Daily

FOR SALE Ready to Sell? Get advice, price and sell now. Already Have an Ad? Edit your existing ad

Autotrader **TRADE-IN MARKETPLACE** Trade In Your Car. Get an Instant Cash Offer.

Advertisement: rent skis.com
Ski Vacation Packages

“Wish List” Strategies, “We’ll Get It!”

- HOME
- NEW
- PRE-OWNED
- CERTIFIED PRE-OWNED
- ROUGH
- BOSS SNOW PLOWS
- SPECIALS
- SERVICE & PARTS
- FINANCE
- ABOUT US
- CONTACT US

SAYBROOK FORD BLOG

DON'T SWEAT IT, WE'LL GET IT!

DON'T SEE WHAT YOU'RE LOOKING FOR? LET US KNOW--AND WE'LL GET IT!

DON'T SWEAT IT, WE'LL GET IT!

We have a reputation here at Saybrook Ford as “The Little Giant.” We constantly rotate through our inventory of new cars. But if you do

Do

As a dealership that has been in business for 102 years, we have whatever car, truck or SUV you are looking for. This is part of our your trade-in, Free Tires for Life, and a better buying experience. I trouble at all.

—The Team at Saybrook Ford

Find what kind of cars?

*Year: To:

*Make:

*Model:

Body Style:

Transmission:

Mileage:

Price:

- HOME
- NEW VEHICLES
- USED VEHICLES
- SPECIAL OFFERS
- SERVICE & PARTS
- FINANCE
- HOURS & INFO

Welcome to HOMETOWN AUTOS USA Superstore



Welcome to AutoNation Chevrolet Superstition Springs, formerly Power Chevrolet Superstition Springs, in Mesa, AZ. We provide quality Chevy vehicles to our customers in Mesa, Scottsdale, Tempe, as well as all the surrounding cities in Arizona. You can count on AutoNation Chevrolet Superstition Springs in Mesa to offer you the latest incentives

HOURS OF OPERATION	
Sales	Service
Wednesday	8:00 AM - 9:00 PM
Thursday	8:00 AM - 9:00 PM

If we don't have the vehicle you're looking for, we'll find it for you.

Cars, Trucks, & SUVs

Fulfilling Customer's "Wish List" vehicles

The screenshot shows the Manheim website's vehicle search interface. At the top, there is a navigation bar with links for BUY, SELL, SERVICES, MY MANHEIM, and LOCATIONS. A search bar on the right contains the text "Vehicle Search" and a magnifying glass icon. Below the navigation bar, a "PowerSearch" button is highlighted with a yellow box, accompanied by a "Learn More" link. To the right of this button are links for "Saved Searches" and "Workbook".

The main search area is divided into several sections:

- Search by:** A sidebar on the left lists "Popular Vehicle Types" (Truck, SUV, Car, Van, RV, Boat, Motorcycle, Power Sport, Heavy Duty Truck, Medium Duty Truck, Heavy Equipment) and "Popular Makes" (Acura, Audi, BMW, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GMC, Honda, Hyundai, Infiniti, Jeep, Land Rover, Lexus, Mercedes-Benz, Nissan, Porsche, Toyota, Volkswagen).
- KEYWORD SEARCH:** A central box with a text input field labeled "Enter full VIN or Keyword" and a "SEARCH" button, highlighted with a yellow box.
- Vehicle Type:** A grid of checkboxes for various vehicle categories. "Passenger Vehicles" is checked, with sub-options for Car, Truck, Van, and SUV. Other categories include Motorcycle, Boat, RV, Power Sport, Medium Duty Truck, Heavy Duty Truck, Trailer, Heavy Equipment, and Other.
- Make:** A list of car makes with checkboxes, including AC, Acura, Alfa Romeo, All American, Allard, AM General, and AMC.
- Model:** A dropdown menu currently set to "ALL".
- Trim:** A dropdown menu currently set to "ALL".
- Years:** Two dropdown menus set to "ALL" with "to" in between.
- Pickup Location:** A dropdown menu set to "Any distance", a "Miles" dropdown, and a "Postal Code" field containing "84111".

At the bottom of the search area, there are "CLEAR" and "SEARCH" buttons, and a "[+] More" link. A "Print" button is visible on the right side of the page.

Fulfilling Customer's "Wish List" vehicles

KEYWORD SEARCH

2014 Fo

NEW SEARCH **MODIFY SEARCH** **5 Vehicles Found** **ADD ALL TO WORKBOOK**

Current Search

"2014 Ford King Ranch White"

SAVE SEARCH

Narrow By Clear All

Make

Ford (5)

Year

2014 (5)

Odometer

From

To **GO**

Vehicle Type

SUV (1)

Truck (4)

[Select Multiple](#)

Pickup Region

Midwest (1)

Northeast (1)

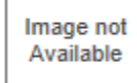



Southwest (3)

[Select Multiple](#)

Sort By: Reverse Details Basic

Results per page:

[Saved Searches](#) [Workbook](#)

<p>2014 Ford EXPEDITION EL KING RANCH* 1FMJK1H53EEF10515</p> <p> Odometer 29,838 mi 8 Cylinder Automatic AutoCheck CARFAX</p> <p>White Burgundy Workbook</p>	<p>Pickup TX - San Antonio</p> <p>Facilitation TX - Manheim San Antonio</p> <p>Seller MOTORCARS OF SOUTH TEXAS</p> <p>★★★★☆</p>	<p>Mar 31 06:25 pm OVE (2 Days 1 Hour 28 Minutes)</p> <p>\$39,500.00 110% of MMR \$35,700</p> <p>BUY NOW Make an Offer</p>
<p>2014 Ford F150 4X4 CR KING RANCH 1FTFW1ET4EKD95667</p> <p> Odometer 14,914 mi 6 Cylinder Turbo WS CR 4.8 AutoCheck CARFAX</p> <p>White Brown Workbook</p>	<p>Pickup PA - Manheim Pennsylvania</p> <p>Facilitation PA - Manheim Pennsylvania</p> <p>Seller BRAC OF HARRISBURG DBA AERO CORP</p> <p>Ford Factory CLOSED sale</p>	<p>Apr 09 10:00 am Simulcast 5 / 63</p> <p>MMR: \$39,900</p> <p>ENTER SALE PROXY BID</p>
<p>2014 Ford F150 4X4 CR KING RANCH 1FTFW1ET1EKE86041</p> <p> Odometer 19,647 mi 6 Cylinder Turbo Automatic CR 5.0 AutoCheck CARFAX</p> <p>White Brown Workbook</p>	<p>Pickup TX - Manheim Dallas</p> <p>Facilitation TX - Manheim Dallas</p> <p>Seller MUSIC CITY AUTOPLEX LLC</p> <p>Music City Autoplex LLC @ 9:20am CT.</p>	<p>Apr 01 10:20 am Simulcast 8 / 181</p> <p>MMR: \$39,300</p> <p>ENTER SALE PROXY BID</p>
<p>2014 Ford SUPER DUTY F-250 SRW KING RANCH* 1FT7W2BT9EEB24973</p> <p> Odometer 28,104 mi 8 Cylinder Automatic SD</p>	<p>Pickup MO - KANSAS CITY</p> <p>Facilitation MO - Manheim Kansas City</p>	<p>Mar 31 10:55 am OVE (1 Day 17 Hours 58 Minutes)</p> <p>\$52,400.00 106% of MMR \$49,200</p> <p>BUY NOW Make an Offer</p>

Fulfilling Customer's "Wish List" vehicles

The screenshot displays a vehicle search interface. At the top, a search bar contains the text "2014 Ford King Ranch White". Below the search bar, there are buttons for "NEW SEARCH", "MODIFY SEARCH", "5 Vehicles Found", and "ADD ALL TO WORKBOOK". The search results are sorted by "Year" and show two vehicles:

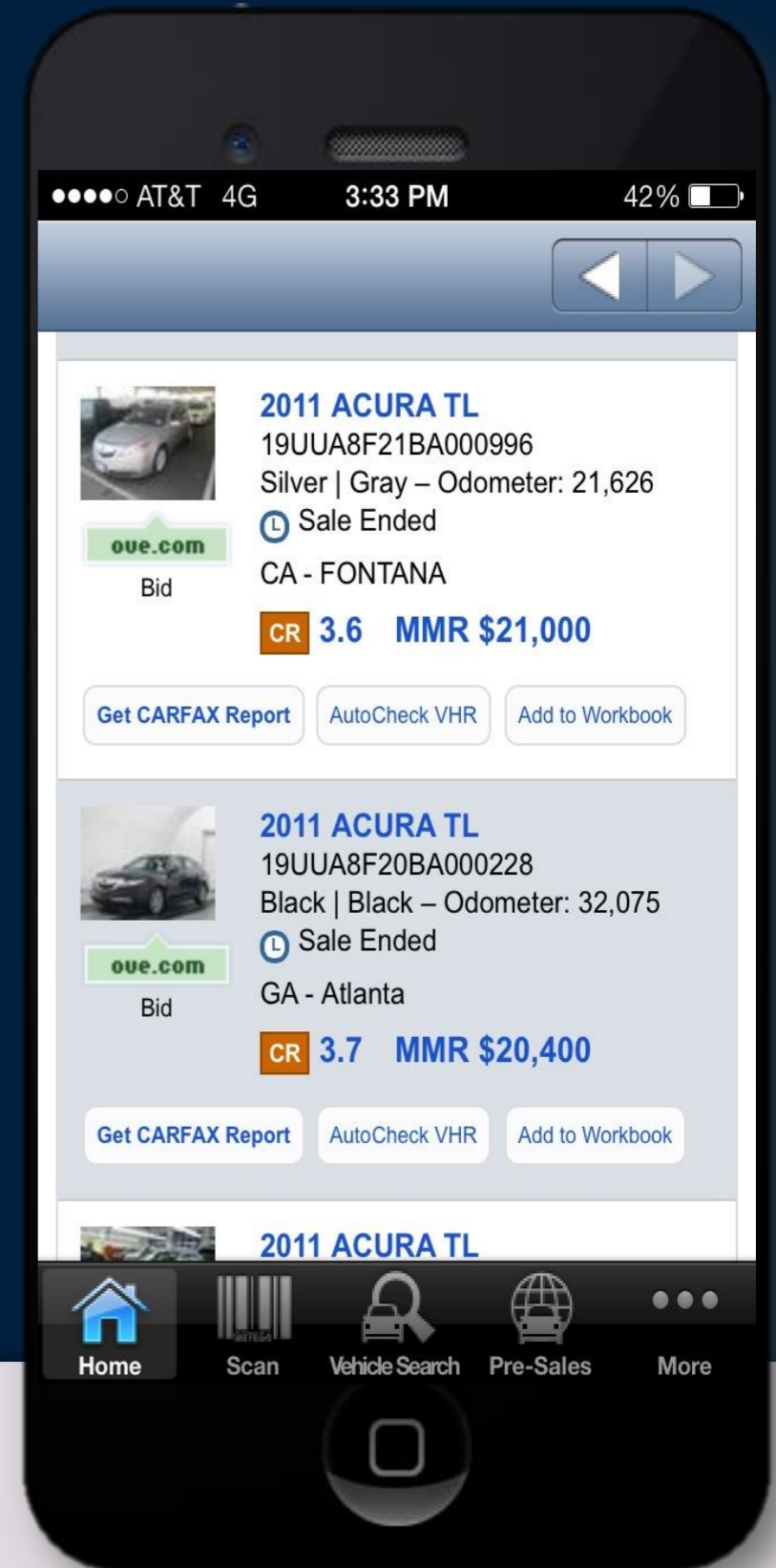
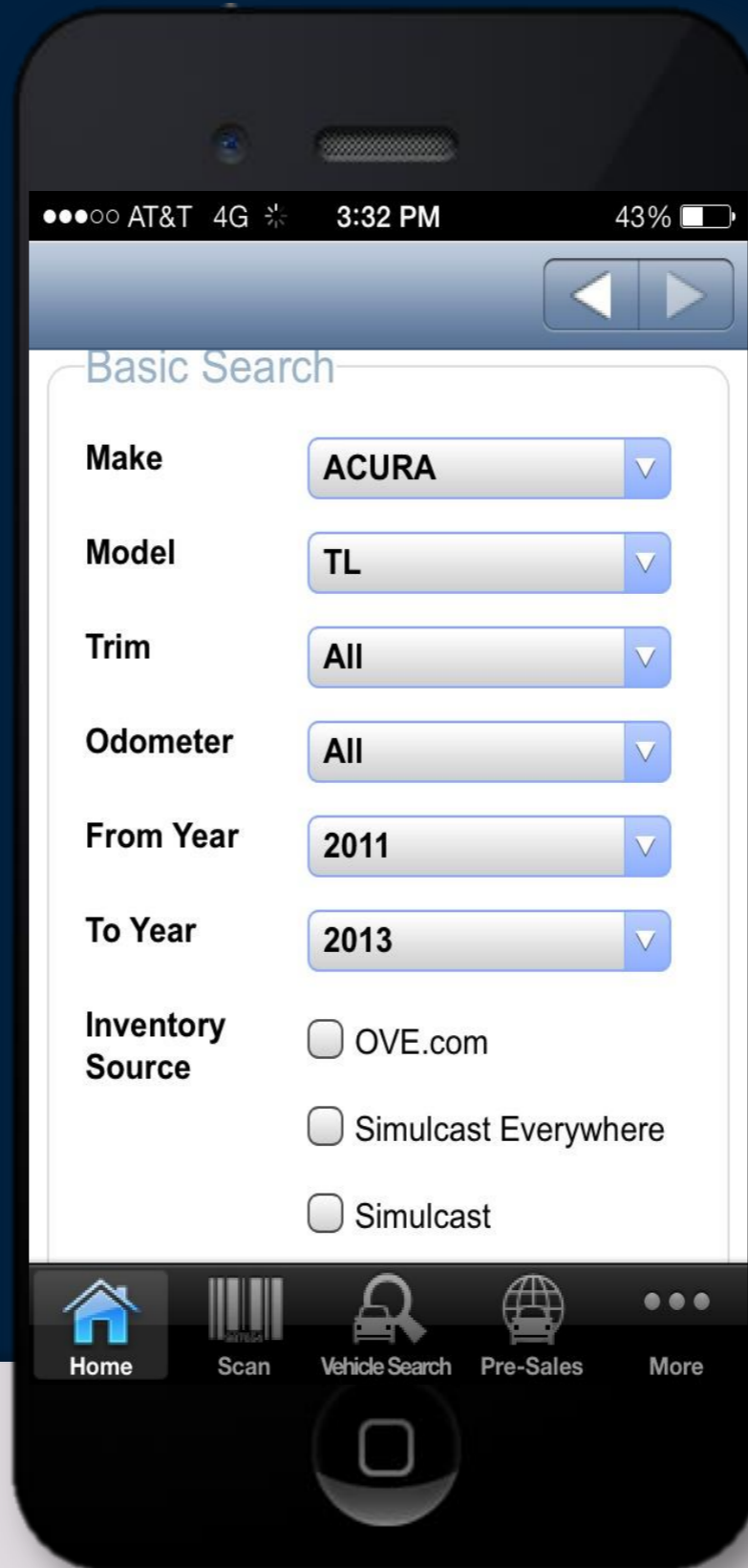
- 2014 Ford EXPEDITION EL KING RANCH***
1FMJK1H53EEF10515
Odometer: 29,838 mi | Pickup: TX - San Antonio | Price: \$39,500.00 (110% of MMR \$35,700)
- 2014 Ford SUPER DUTY F-250 SRW KING RANCH***
1FT7W2BT9EEB24973
Odometer: 28,104 mi | Pickup: MO - KANSAS CITY | Price: \$52,400.00 (106% of MMR \$49,200)

A modal window titled "Save This Search / Notify Me" is open, allowing the user to save the search and receive notifications. The modal contains the following information:

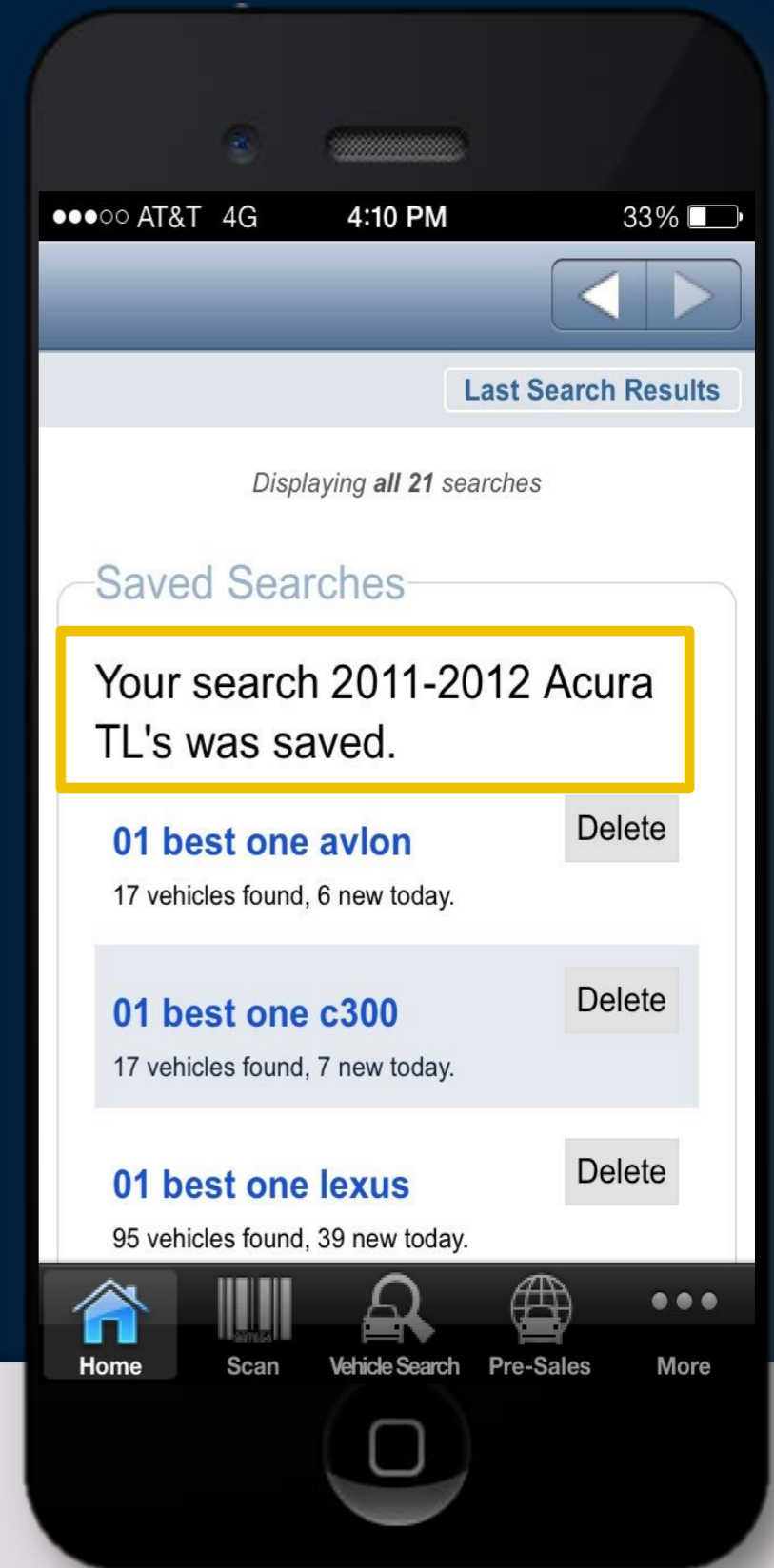
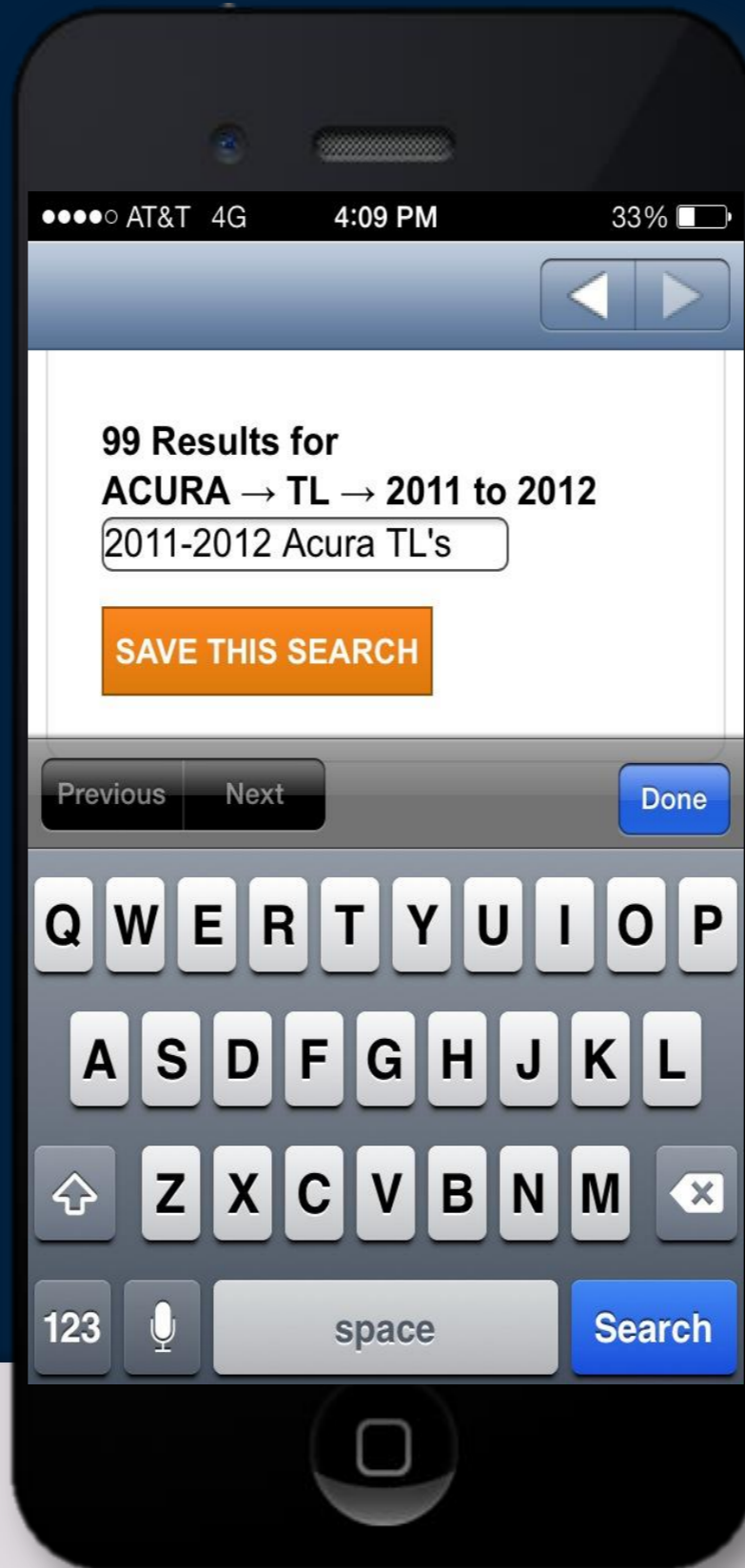
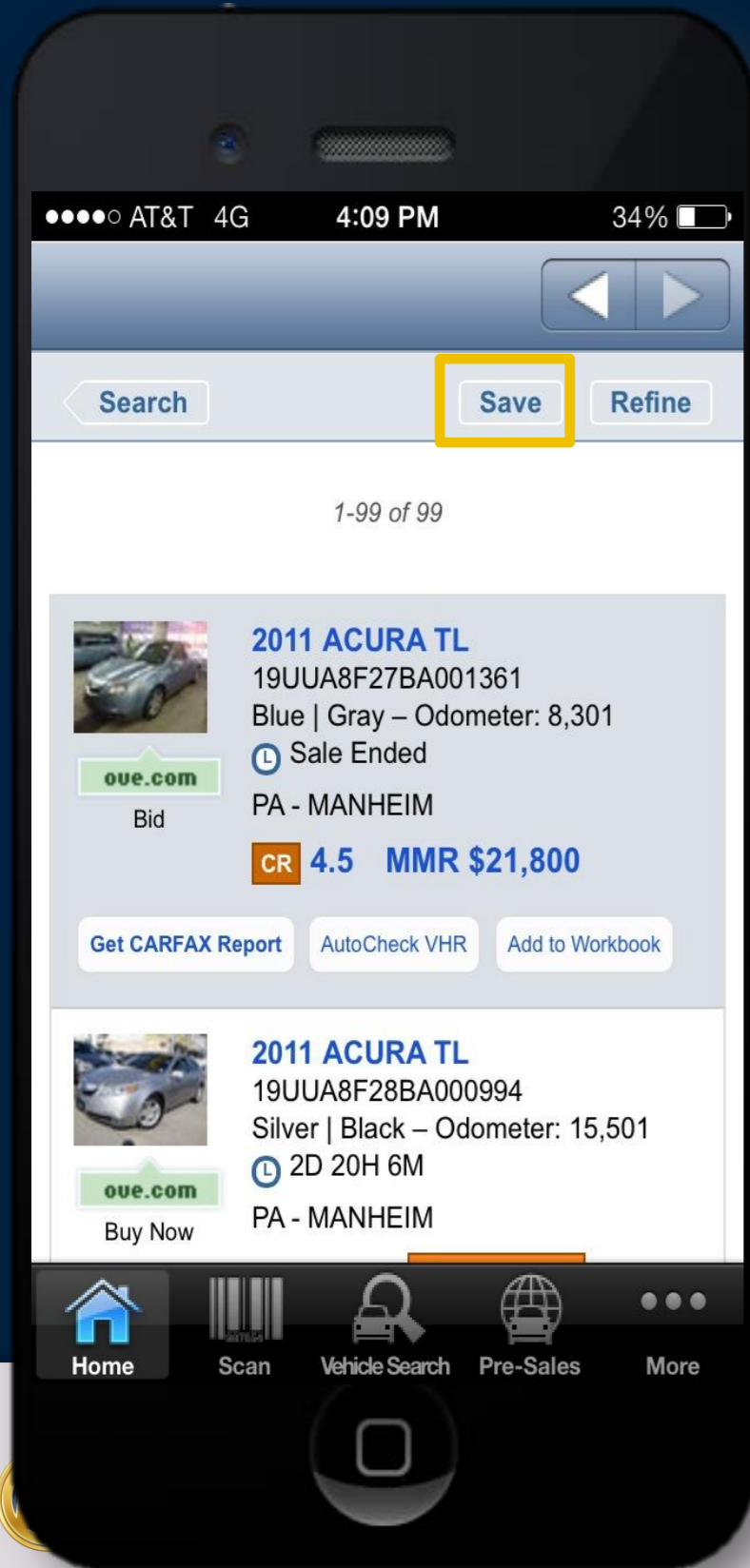
- Date: Apr 1, 2015
- Search Criteria: "2014 Ford King Ranch White"
- Search Name: [Text Input Field]
- Notify Me: None, Email: , SMS - Text Message:
- Frequency: When Available, Once Daily, Once Weekly
- How long do you want to receive this notification?: 1 Week
- *Notifications will be sent only when new vehicles are available.

The modal also includes "CANCEL" and "SAVE" buttons. An orange arrow points from the "Save Search" button in the search results to the modal window.

Fulfilling Customer's "Wish List" vehicles



Fulfilling Customer's "Wish List" vehicles



Fulfilling Customer's "Wish List" vehicles



> Home > My Manheim

Print

My Manheim

PowerSearch

Year

Make

Model

For more
Vehicle
click here

Quick Links

> Overview

> Search

> My Manheim

> Vehicle Search

-----Original Message-----

From: Manheim.com PowerSearch [<mailto:noreply@manheim.com>]

Sent: Friday, April 03, 2015 9:42 AM

To: Roberts, Mike (CAI - Atlanta)

Subject: Manheim.com PowerSearch Alert - 2 New Match(es) to your Saved Vehicle Search

Thank you for using Manheim.com PowerSearch.

The user mroberts1 has elected to receive email notifications at this address until May 03, 2015.

Search Name: Core chevy cars #2

Search Criteria: Chevrolet > Car > SUV > Truck > Van > 2011 to 2014

* 2 New Vehicle(s) matching your criteria have been found

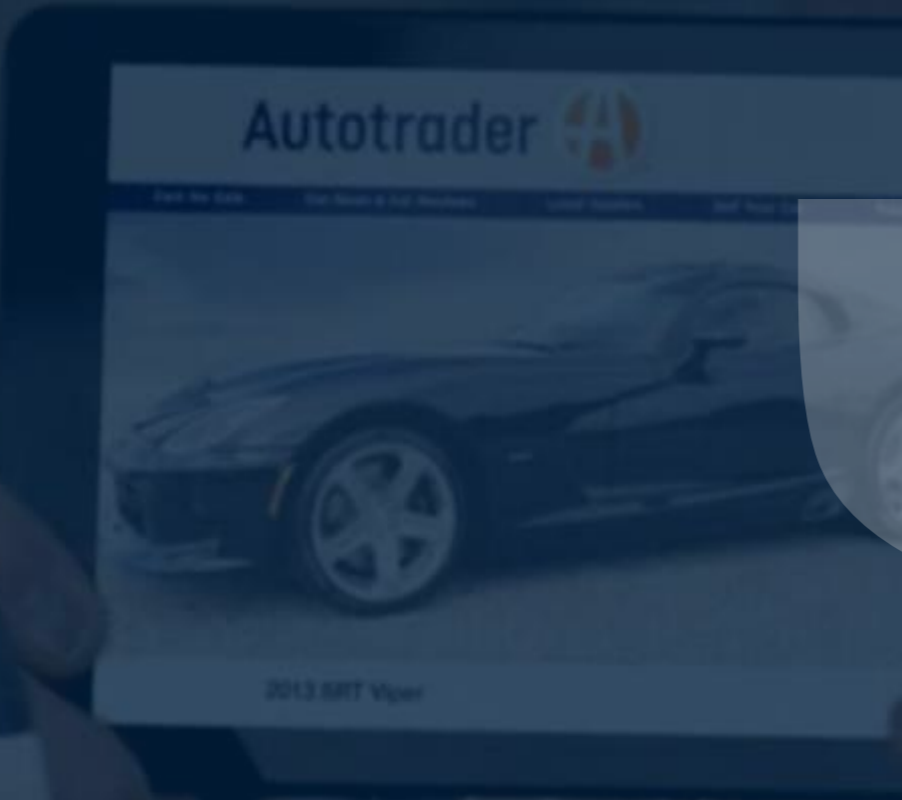
* 5196 Total Vehicle(s) that match your criteria are available for purchase

View new vehicle(s) or modify your request here:

[https://www.manheim.com/members/powersearch/redirect.do?](https://www.manheim.com/members/powersearch/redirect.do?redirectPage=SRP&searchId=133852840&fromTime=20150403092217&toTime=20150403094214&WT.svl=ps_sa)

[redirectPage=SRP&searchId=133852840&fromTime=20150403092217&toTime=20150403094214&WT.svl=ps_sa](https://www.manheim.com/members/powersearch/redirect.do?redirectPage=SRP&searchId=133852840&fromTime=20150403092217&toTime=20150403094214&WT.svl=ps_sa)
[vedsearch_em](#)

3



Presenting Inventory Options

Presenting Inventory Options

HELLO

my name is

Presenting Off-Lot Inventory Options - Manheim


[Customize View](#) [Email](#) [Print](#)

2014 Ford F150 4X4 CR KING RANCH




BUY
SELL
SERVICES
MY

Previous Vehicle
2 of 5
Next












2014 Ford F150 4X4 CR KING RANCH



Click + to zoom, then drag the image

Additional Photos

Vehicle Specifications

VIN:	1FTFW1ET4EKD95667
Odometer:	14914 mi
Transmission:	Not Available
Engine:	6 Cylinder Turbo
Drive Train:	4 Wheel Drive
Exterior Color:	White
Interior Color:	Brown
Interior Type:	Leather
Body Style:	Crew Cab
Doors:	Not Available
Stereo:	CD Player
Top Type:	Hard Top Roof

Adjustable Pedals
Input Auxiliary Pwr Outlet
ection Cooled Front Seat(s)
Rearview Mirror Fog Lamps
ts HD Radio
ers Keyless Entry
e Stereo Media Card Reader
Mirrors Power Locks
Power Telescopic Steering
Rear Defroster
s / Side Steps Satellite Radio
Audio Control Step Bumper
Trailer Hitch Receiver
Turn Signal Mirrors
Wheels - Alloy

Presenting Off-Lot Inventory Options - Manheim

[Customize View](#)
[Email](#)

2014 Ford F150 4X4 CR KING RANCH


Contact Information

From: noreply@manheim.com Sent:
 To: Cawley III, Eddie E (CAI - Oakbrook); eddiecawley@aol.com
 Cc:
 Subject: Your 2014 King Ranch truck

We found exactly what you were looking for!

2014 Ford F150 4X4 CR KING RANCH

Contact Information	Additional Comments
Dealership ABC Motors	
Contact Eddie Cawley	
City DownTown	
State FL	
Phone 555-1212	
Email abc@abc.com	



Vehicle Specifications

VIN:	1FTFW1ET4EKD95667
Odometer:	14914 mi
Transmission:	Not Available
Engine:	6 Cylinder Turbo
Drive Train:	4 Wheel Drive
Exterior Color:	White
Interior Color:	Brown
Interior Type:	Leather

Heated Rear Seat(s)	Heated Seats-Front(s)	Intermittent Wipers	Keyless Entry
Leather Seats	Leather Steering Wheel	MP3 Compatible Stereo	Media Card Reader

Presenting Off-Lot Inventory Options - OVE

The screenshot displays a vehicle listing for a 2013 Ford F-150 King Ranch. The listing includes a main image, a grid of additional photos, and a detailed specifications table. An email contact form is overlaid on the main image.

Vehicle Specifications

VIN:	1FTFW1ET9DKD97798
Odometer:	45,659 mi
Transmission:	Not Specified
	Specified
	Specified
	Specified
	Specified
	ck
	wn
	ther
	ck
	Specified
	Specified
	Specified

Vehicle Specifications (Secondary View)

VIN:	1FTFW1ET9DKD97798
Odometer:	45,659 mi
Transmission:	Not Specified
Engine Cylinders:	Not Specified
Drive Train:	Not Specified
Fuel Used:	Not Specified
Exterior Color:	Black
Interior Color:	Brown
Interior Type:	Leather
Body Style:	Truck
Doors:	Not Specified
Audio:	Not Specified
Top Style:	Not Specified

Email Form

***From Email:** eddie.cawley@autotrader.com

***To Email:**

Separate multiple email addresses with commas

***Subject:** 2013 Ford F-150

Additional Comments

Here is a vehicle that might interest you. Please contact me at:

Eddie Cawley
 ABC Motors
 1234 Main Street
 Anywhere, USA 55512
 Ph: (630)200-8201

SEND **CANCEL**

ALL-NEW
2014 GMC SIERRA



Digital Retail Ready

Acquiring "Retail Ready" Inventory

BUY
SELL
SERVICES
MY OVE
Vehicle Search

BUY
SELL
SERVICES
MY OVE
Vehicle Search Q

Search

Type: All Passenger Vehicles

Make: Ford

Model: - F-150

Trim: King Ranch

Years: 2012 to 2014

VIN:

Seller:

BROWSE

Popular Vehicle Types

[Car](#)

[Truck](#)

[Van](#)

[SUV](#)

[Motorcycle](#)

Basic Search

SAVE SEARCH NEW SEARCH

Displaying 1 - 5 of 5 vehicles ADD ALL TO WORKBOOK

Sort by: Time Remaining and Best Price Reverse

[Print](#) [Saved Searches](#) [Workbook](#)

Current Search

- Ford
- F-150
- King Ranch
- 2012 to 2014
- No Min to 35000
- Car
- SUV
- Truck
- Van
- With Condition Report
- With Seller Disclosure
- Less than 50% - 120% of MMR
- Include listings with no MMR value
- Include listings priced under \$10,000 in filter results
- Include listings with odometer greater than 100,000 in filter results

Narrow Search Clear All

▼ Make Clear

Ford (5)

» Select Multiple


▼ Model Clear

F-150 (5)

F-Series (5)

» Select Multiple

2012 Ford F-150 KING RANCH
1FTFW1ET1CKD20082



Black | Brown

[Workbook](#)

Odometer 58,279 km

6 Cylinder | Automatic

CR 2.5

Pickup QC - Manheim Montreal

Facilitation QC - Manheim Montreal

Seller **CENTRE RDC**

Mar 4 12:15 pm
30 Minutes 45 Seconds


C\$34,600
MMR: Not Available

BUY NOW

BID

✗ Floor Not Met

2013 Ford F-150 King Ranch
1FTFW1ET9DKD97798



Black | Brown

[Workbook](#)

Odometer 45,659 mi

CR 4.5

[Get CARFAX](#) | [AutoCheck VHR](#)

Pickup NH - Auto Auction Of New England

Facilitation NH - Auto Auction Of New England

Seller **D C TRUST LLC**

Mar 5 05:30 pm
4 Hours 0 Minutes


\$35,000
100% of MMR \$34,700

BUY NOW

BID

Starting Bid = Floor

2012 Ford F-150 King Ranch
1FTFW1ET4CKD85413



[Workbook](#)

Odometer 66,494 mi

6 Cylinder | Automatic

CR

[Get CARFAX](#) | [AutoCheck VHR](#)

Pickup TX - Manheim Texas Hobby

Facilitation TX - Manheim Texas Hobby

Seller **MOTOR TRENDS**

★★★★☆

Mar 5 12:00 am
1 Day 10 Hours 15 Minutes

\$32,600
107% of MMR \$30,400

BUY NOW

BID

✗ Floor Not Met

Acquiring "Retail Ready" Inventory

How Fast Could You Sell/Market This Truck?



RECAP

Manheim: Beyond Remarketing

Marketplace Insights – Inventory and Consumer

Digital Strategies to Keep More Customers and Sell More Cars

4

1

Expand Inventory Options

Move from 100+ Vehicles to 70,000 Available Vehicles

2

Fulfilling Customer's "Wish Lists"

Saved Search queries and inventory notification

3

Presenting Inventory Options "Retail View" with customization

4

Digital "Retail" Ready vehicle information and photos

Reminder... "The Learning Center"

The screenshot displays the Manheim Learning Center interface. At the top, navigation tabs include BUY, SELL, SERVICES, MY MANHEIM, and LOCATIONS. A search bar with a car icon and a magnifying glass is on the right. Below the navigation, the page title is "The Learning Center" with a "Hide Intro Video" link. A video player shows a blurred road scene with the text "How to Use TLC". Below the video, a "View All Tutorials" link is present. The main content area features a video player titled "Step 1: Find Your Vehicles" with a duration of 4:35. The video content shows an "Advanced Search" interface with various filters:

- Advanced Search lets you narrow results by:**
 - ✓ Mileage
 - ✓ Color
 - ✓ Price
 - ✓ And more
- Search Filters:**
 - Type: All Passenger Vehicles
 - Make: All
 - Model: All
 - Year: All
 - Mileage: All
 - Price: All
 - Engine Cylinders: All
 - Transmission: All
 - Drive Train: All
 - Fuel Type: All
 - Equipment: Air Bag - Side Curtain, Air Conditioning, Airlocks, Alloy Wheels, Hubcap Covers, Child Seat Anchors, Cruise Control, EVD, Dual Climate Control, EPS, Power Seats, Child Seat Anchors, Cruise Control, EVD, Dual Climate Control, EPS, Power Seats, Power Windows, Power Door Locks, Power Mirrors, Power Seats, Power Steering, Power Windows, Rear Window Defroster, Tinted Glass, Tinted Windows

At the bottom of the video player, there are links for "DOWNLOAD PDF" and "VISIT SITE", along with social media icons for Facebook and Twitter.

How to Buy on OVE.com

Buying, OVE

Learn how to start buying and bidding on vehicles on OVE.com, from finding cars and proxy bidding to buy now and make an offer.

4 Digital Strategies

Keep More Customers and Sell More Cars



Eddie Cawley
Director of Dealer Education
eddie.cawley@autotrader.com

630.200.8201



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The Wholesale Institute
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