



**“Helping  
Tomorrow’s  
Decisions Today”**

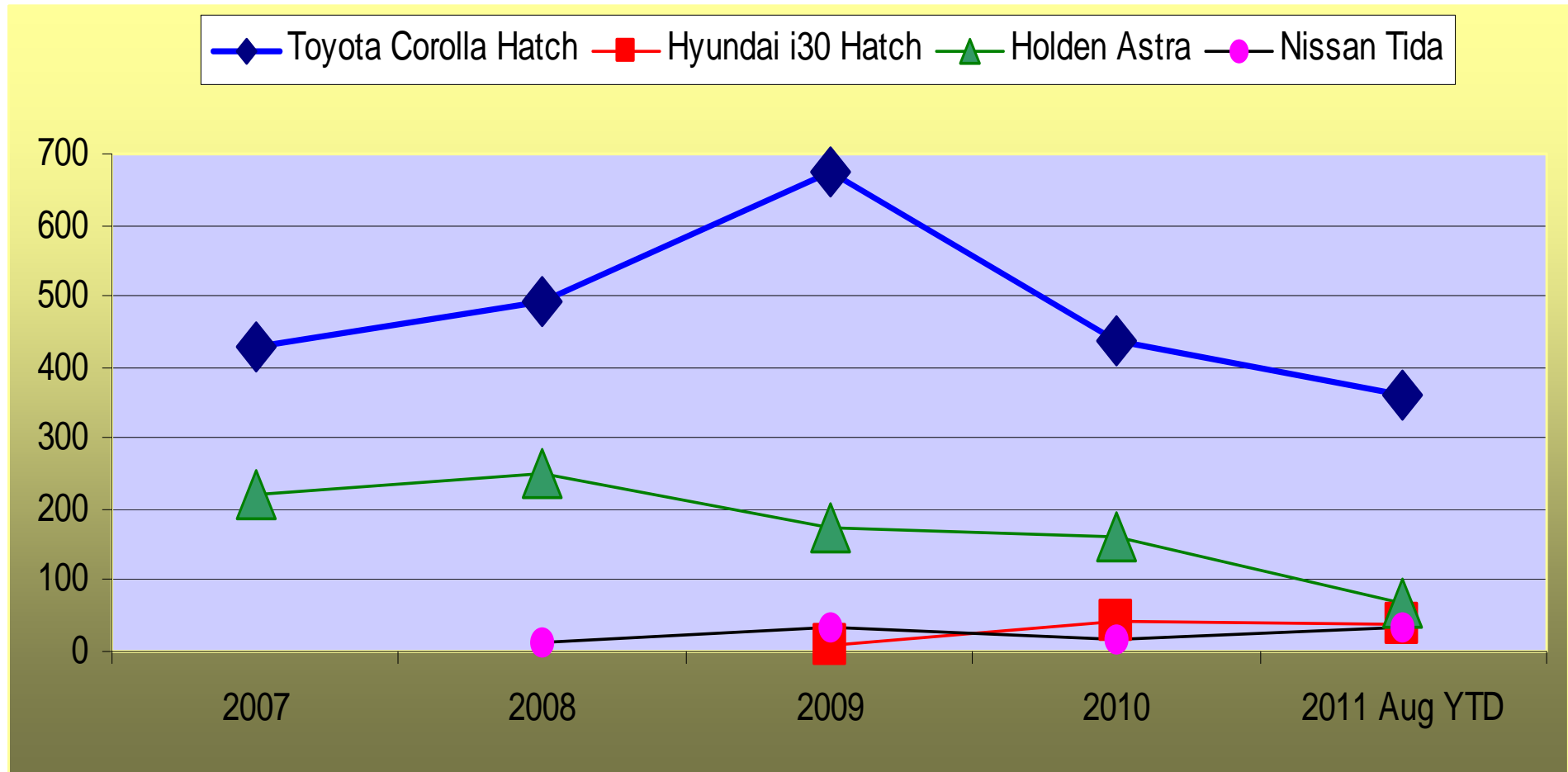
Scott Feehan - General  
Manager NSW

# The Asset Manager's Conundrum:

- Spend less
- Buy local
- Buy Green
- Ensure residuals
- Extend fleet life
- Ensure asset safety (WHS)



# An Example:



## The Story for 2011 -

| <b>Make</b> | <b>2011 sales</b> | <b>2010 sales</b> | <b>Difference</b> |
|-------------|-------------------|-------------------|-------------------|
| Toyota      | 85,128            | 107,470           | -20.80%           |
| Holden      | 62,570            | 68,657            | -8.90%            |
| Ford        | 45,224            | 49,196            | -8.10%            |
| Mazda       | 43,796            | 42,871            | 2.20%             |
| Hyundai     | 42,978            | 42,371            | 1.40%             |
| Nissan      | 33,973            | 32,830            | 3.50%             |
| Mitsubishi  | 31,486            | 32,372            | -2.70%            |
| Volkswagen  | 20,505            | 19,306            | 6.20%             |
| Subaru      | 18,645            | 21,109            | -11.70%           |

## The Daunting Part:



TESLA MOTORS



Great Wall



***“Many of this list will do in 5 years what Hyundai have taken 20 to 30”***

# The Manheim Difference

1. Auction Business –the goal is maximising sales dollars
2. Data & Information – assist in decision-making before purchase
3. Post Sale Reporting – designed to add value to your reporting process



*“Our Team has 100 years of combined Government auction experience at your disposal”*

We run the biggest and best government remarketing business in NSW for:

- Cars
- Trucks
- Motorbikes
- Plant & Equipment



*We want you to realise the maximum possible end value for your goods!*

## Decision Making Key:

- Why is data important?
  - Makes decisions on purchases real time and pertinent
  - Less speculation on what might happen
  - Allows better decision making and planning on purchases
  - Allows greater security on residuals

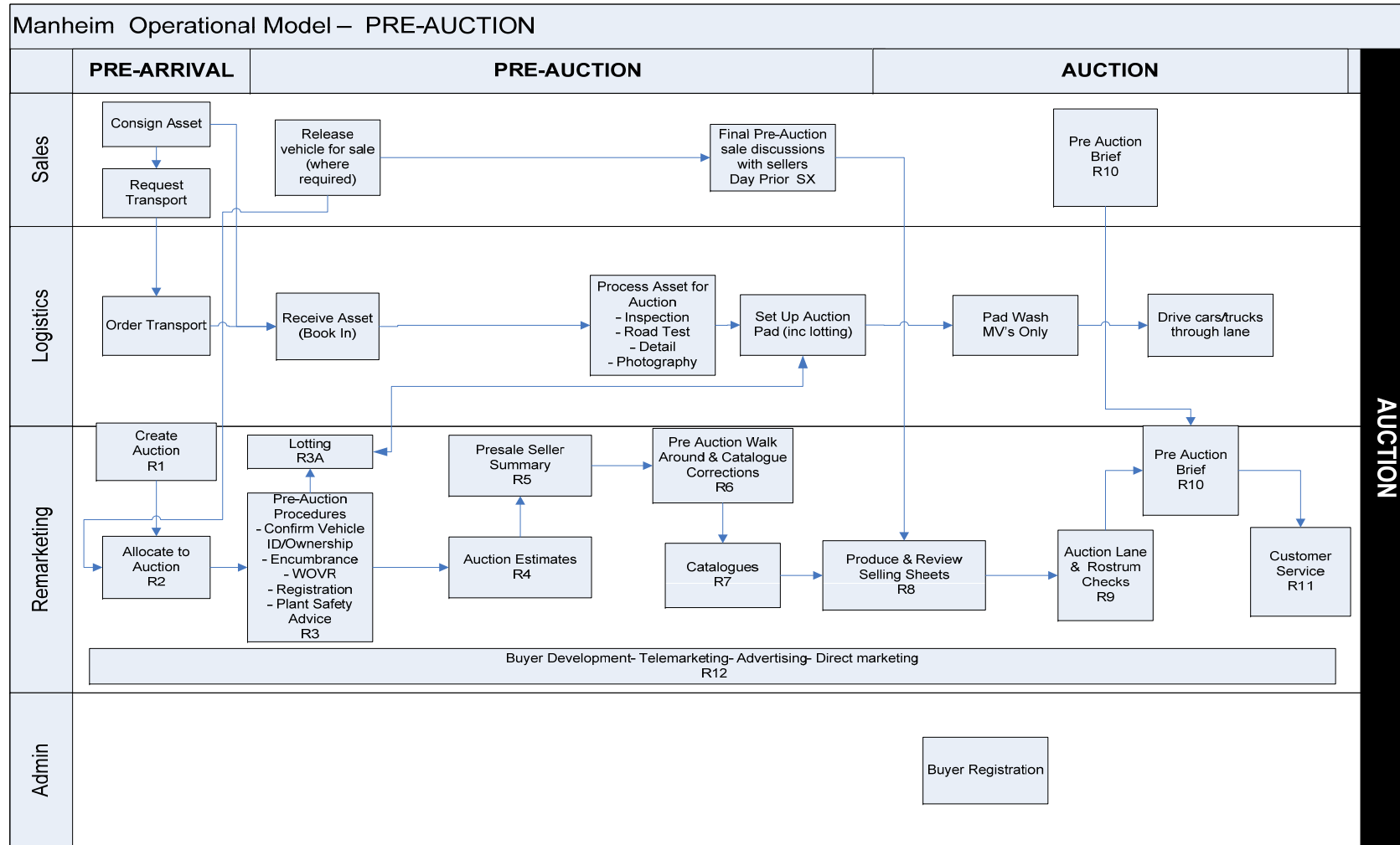


# The Manheim Data Advantage

- We provide information and valuable data for our customers:
  - Make
  - Model
  - Kilometres
  - Product specifications
  - Current and past sale prices through multiple channels
- As we provide the majority of the major manufacturers with their remarketing needs, Manheim can provide you with key insights into likely future trends



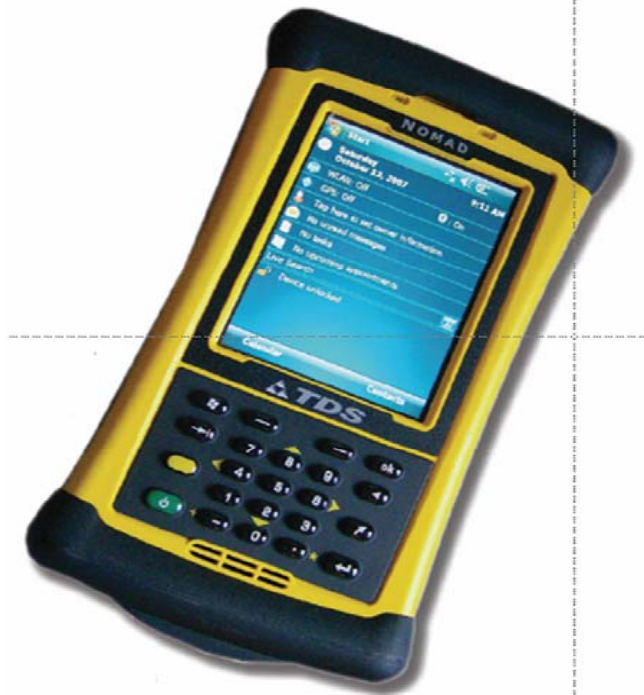
# Sophisticated Remarketing Systems





# Book-In & Inspections

- Start of Data Collection Process
  - Looking for make and model
  - Looking for key features
- Faults
  - ISA inspectors examining assets
  - Predominantly all ex-trade with many master tradesmen
  - Looking for damage as an insurance assessor
  - You get a clear picture of your asset and so does the buyer
- For vendors and buyers we want to tell the car's story, so you are selling and buying with confidence anywhere in the country



# Mechanical & Road Testing

- Mechanical Workshop
  - Assets are taken to an on-site mechanical workshop for pink, blue and green slips, as required.
  - Information is reported and displayed for potential buyers to see
- Road Test
  - Cars are then driven at 60 kmh to highlight any obvious defects, i.e. drive train, brakes, engine noise etc; items that aren't typically not picked up by a mechanical slip check.
  - Information is reported and displayed for potential buyers to see (refer handout)

| VEHICLE REPORT                         |                          |                                |                                     |
|--|--------------------------|--------------------------------|-------------------------------------|
| <b>VEHICLE DETAILS</b>                 |                          | Date Printed: 13/03/2007 12:23 |                                     |
| Seller: 10163 YOUR CORPORATION         | Reg No: TQ2C03           | Reg Expiry:                    | Department: TVC                     |
| Make: Holden                           | Model: Astra AHR CD      | Plate:                         | 2                                   |
| Body: Hatch                            | Engine: 1.8L 8V Power    | Model Code:                    | AH1TL4L234                          |
| Seats: 5                               | Doors: 5                 | Transmission:                  | Appl Automatic                      |
| Build: 04/2003                         | Compliance: 07/2003      | Class:                         | E                                   |
| VIN No: WLEDAHL4L53179740              | Engine No: 210023FA400   | Manual:                        | 217617                              |
| Booked: 23/02/2007                     | Km Booked: 4506          | Books:                         | Yes                                 |
| Category:                              |                          | Colour:                        | Blue Silver 3                       |
| <b>Options &amp; Standard Features</b> |                          |                                |                                     |
| 03/09/2003 MANUAL                      | C AIR CONDITIONING       | D POWER STEERING               |                                     |
| X ALLOY WHEELS                         | F POWER WINDOWS          | O CENTRAL LOCKING              |                                     |
| H3 DUAL AIR BAOB                       | H3 SIDE IMPACT AIR BAOB  | I CRUISE CONTROL               |                                     |
| J5C JACK                               | K AIR                    | R RADIO                        |                                     |
| 07H SERVICE BOOKS                      | TL2 TOOLS                | U COMPACT DISC PLAYER          |                                     |
| <b>VEHICLE INSPECTIONS</b>             |                          |                                |                                     |
| Client:                                | Date: 16/02/07           | Type: Outer                    | Km: 41,101                          |
|  |                          |                                | Location: Forster - AU10            |
|  |                          |                                | Fuel: 33                            |
|  |                          |                                | Faults: Meets inspection standard   |
| <b>DETAILINGS</b>                      |                          |                                |                                     |
| Item                                   | Description              | Cost                           | Approved                            |
| 1                                      | Standard                 | 113.50                         | <input type="checkbox"/>            |
| 2                                      | Wax                      | 15.40                          | <input type="checkbox"/>            |
| 3                                      | Chapsle & Boot Linings   | 45.00                          | <input type="checkbox"/>            |
| 4                                      | Clut & Pdash             | 89.20                          | <input type="checkbox"/>            |
| 5                                      | Full Detail              | 170.00                         | <input type="checkbox"/>            |
| 6                                      | No Detail                | 0.00                           | <input type="checkbox"/>            |
| Total Detailing Cost including GST     |                          |                                | 373.00                              |
| <b>ROAD TEST REPORT</b>                |                          |                                |                                     |
| Engine:                                | Service for Age          | Transmission:                  | Service for Age                     |
| Clutch:                                | Not Applicable           | Differential:                  | Service for Age                     |
| Brakes:                                | Satisfactory             | Steering:                      | Satisfactory                        |
| Suspension:                            | Service for Age          | Air Conditioning:              | Satisfactory                        |
| Lights:                                | All Working              |                                |                                     |
| Notes:                                 |                          |                                |                                     |
| <b>RELEASE FOR SALE</b>                |                          |                                |                                     |
| Released:                              | <input type="checkbox"/> | Reverse:                       | <input type="checkbox"/>            |
| Acknowledged:                          | <input type="checkbox"/> | GST Applied:                   | <input checked="" type="checkbox"/> |
| Close Client Excel Word PDF Audit      |                          |                                |                                     |



# Detailing & Photography

- Detailing
  - Looking for showroom finish for your stock no matter which sales stream
  - We want people to buy Government cars – create loyal customers and encourage repeat business
- Photography
  - Looking to provide customers online with a clear snapshot of your asset for sale in any stream:
    - Fixed price
    - Auction
    - Online
    - [www.drive.com.au](http://www.drive.com.au)



# Valuations & Vendor Instructions

## Valuation

- Collate and interpret all the data
- View each and every asset from a whipper snipper upwards
- Follow our detailed and documented internal process
- We do not value “off gut”

## Vendor

- Value communicated to you, together with our suggestions of sales streams that will realise the best value for your asset
- Agree sales stream, agree reserve and lot for sale

## The Competitive Edge

- The key to this process :



**“There is no paper generated,  
therefore information is all real  
time”**

- This allows you to access the information from anywhere, at any time

# The Key to Remarketing in 2011 & Beyond – “ADAPTABILITY”

Operate Multiple Sales Streams –

1. Auction
2. Fixed Price
3. On Site Auctions
4. Online Only – Simulcast



# The Changing Sales Matrix

- As online transactions become the norm people are more willing to buy bigger ticket items "**Sight Unseen**"
- Data below shows the changing nature of auction transactions over the last 2 years:

|                     | 2010 | 2011  |
|---------------------|------|-------|
| Clearance Rate      | 88%  | 89%   |
| In-Lane Auction     | 67%  | 71%   |
| Online Auction      | 14%  | 12%   |
| Fixed Price Auction | 19%  | 17%   |
| On Site             | 0%   | 0.25% |

# Data Collection & Reporting

- Post auction data on your asset is collected via our VIMS system
- Your asset is compared and contrasted with similar assets
- Provide post sale report allowing you to measure pre auction information
- Account Manager then contacts you to discuss the results

*“We want to provide you with the tools to make decisions today for outcomes in 1,2 or 3 years time.”*

# Key Reporting Data

- Post auction you will receive an email which identifies the following information:

|                        |                                    |
|------------------------|------------------------------------|
| <b>1. Auction Code</b> | <b>7. Kilometres</b>               |
| <b>2. Date of sale</b> | <b>8. Colour</b>                   |
| <b>3. Make</b>         | <b>9. Engine Size</b>              |
| <b>4. Model</b>        | <b>10. Transmission</b>            |
| <b>5. Build Date</b>   | <b>11. Drive type (4x4 or 4x2)</b> |
| <b>6. Body Type</b>    | <b>12. Sell Price</b>              |



# Today!!

- Going to assign each of you to a team
- Each group will track the process from Book-In to Valuation and Sale
- Each group will put a value on their car
- We will then auction these cars



# Questions?



Thank you