

Manheim Express

WHERE THE CUSTOMER IS KING

Higher returns on day-to-day operations – Read our white paper to learn about car dealers' experiences with the B2B platform.

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MANHEIM EXPRESS: WHERE THE CUSTOMER IS KING

Comprehensive customer service and excellent user-friendliness: this is what defines the car auction portal Manheim Express. Following the acquisition of pkwNOW, the expertise of both B2B portals is being pooled – with a strategy tailored to the needs of dealers to increase their earnings in the used car business.

The customer is king – this is the maxim of any good entrepreneur. And there are success stories based on these four words. Like the story of Manheim Express, for instance: based in Koblenz, the company operates a digital auction platform for remarketing used vehicles across Germany. Since its launch in 2018, it has built its strategy around comprehensive customer service and excellent user-friendliness for buyers and sellers. From dealer-to-dealer and export vehicles to off-lease and

fleet vehicles, cars can be listed on the portal and sold in a matter of seconds. Manheim Express provides a tailor-made selection and range of services – from vehicle valuations to local support with looking after stock all the way through to creating individual listings – making it the professional partner of choice for used vehicle sales. Following the takeover of the portal pkwNOW in 2021, the skills, expertise and reach of both platforms are now being pooled, which benefits dealers.

“Deciding which platform to move forward with wasn’t an easy choice for us,” says Rick Cebulla, director of Manheim Express Europe. This explains why Manheim Express operated both portals alongside each other for almost two years after the acquisition of pkwNOW. But now a decision has been made, he says, and Manheim Express will operate its auction business via the pkwNOW marketplace in future. This is great news for the long-standing partners of pkwNOW, who have actively contributed to the platform’s further development with their valuable input. But the response to the announcement from new customers has also been positive. The innovative, all-digital platform sets a benchmark for auction systems – for both consignors and sellers. With its powerful developer resources, the parent company will now be able to take pkwNOW to a new level under the Manheim Express brand, says Rick Cebulla.

When it comes to digitalisation, the automotive industry is still driving with the handbrake on. But the B2B and B2C used vehicle trade is rapidly shifting away from physical car auctions and moving online. A study by TÜV Nord revealed that two-thirds of respondents could see themselves purchasing used vehicles entirely online.

Manheim Express is also building on this trend. More than 5,000 dealers are affiliated with the online marketplace, where they can expand their range of used cars with offers from various car dealership groups as well as leasing



Anyone who buys or resells a car through us benefits from an all-round service.

Rick Cebulla, Manheim Express

companies and corporate vehicle fleets. The customer’s needs are always the central focus: “Anyone buying or selling a car on our platform benefits from an all-round service,” says Rick Cebulla. “The customer decides whether to move his stock off the forecourt and store it elsewhere before or after the auction, whether the vehicles are valued by our experts and much more besides. But the most important thing and our hobby horse is our all-digital customer area for the admin side. It provides a simple, transparent overview of the sales process, so it’s completely audit-proof.”



DESIGNED FOR DEALERS' NEEDS

Online used car auctions have boomed at an extraordinary speed in recent years: there is a jungle of portals and platforms. Aimed at private and trade buyers, these platforms offer a wide selection and sophisticated search functions. Other car auction portals have interesting features and offers to attract users. This means that buyers and sellers face a tough question, especially when they are getting started in the online business: which platform is the best one for them? The different car auctions vary considerably in terms of their target group, selection and service. This is why it's worth investing a bit of time in taking a closer look at the providers.

Firstly, a fundamental distinction needs to be made between portals aimed at both dealers and private customers and those exclusively for dealer-to-dealer sales, otherwise known as B2B or trade-to-trade car auctions. Private sellers are

not allowed to use B2B platforms because these portals are subject to special regulations in Germany. For example, there are legal differences in the type of warranty depending on whether the sale is between a dealer and a private buyer or to a fellow dealer.

Manheim Express is a trade-only platform: it is exclusively for dealers who buy and sell from each other. Dealer-to-dealer car auctions pose specific challenges for both buyers and sellers, and Manheim Express is specially designed for these needs. This includes features such as the option to customise company structures by assigning roles and adding individual services. But the advantages go further: high flexibility, speed and dedicated customer service are what make Manheim Express stand out. Active business development at the local and regional level means dealers can achieve the best prices for vehicles.



LARGE NETWORK CREATES SYNERGIES

This opens up new opportunities for car dealers to remarket used vehicles belonging to their potential new car buyers. After all, it is often relatively small amounts that cause the sale of a new car with a trade-in to fall through, which is ultimately frustrating for both sides. Manheim Express B2B car auctions can quickly revive a trade-in and thereby give new car marketing a boost. The customised sale solutions that Manheim Express offers for car auctions are particularly interesting for car dealers. For example, car dealerships that are looking to serve a proven network can offer their vehicles exclusively to these dealers.

Synergies arise from the large network of Manheim Express and pkwNOW, which have also been part of the US Cox Automotive Group since 2021. The two digital auction platforms for dealer-to-dealer transactions have pooled their skills to make it even easier for dealers to sell their stock. The latest technologies make buying and selling cars an even more pleasant and simpler experience for users.

Follow-up negotiations, a “buy now” option and counter-offers – in short, everything that makes dealer-to-dealer transactions unique – it’s all possible on the digital portal.

Manheim Express inspects dealers and has experts rate them. Vehicle descriptions are clear and consistent, and the integrated market data and price information are updated daily, so they are always reliable. What’s more, fees are low thanks to the fair pricing model, and the terms of business are flexible and risk-free for dealers.

And even though Manheim Express is a digital marketplace, it still has the human touch. If an auction falls through, but the two sides are geographically close to each other, a trade desk team jumps in to negotiate an agreement. This means more deals are closed – to the satisfaction of both sellers and buyers. In addition, Manheim Express provides a transport solution so that sold vehicles reach their destination faster and can be put on sale there.

SATISFIED CUSTOMERS ARE THE FOUNDATION FOR SUCCESS

Dealers using the Manheim Express platform are very satisfied with the services it offers. Autohaus Schneider, based in Siegen in North Rhine-Westphalia, was one of the first users of pkwNOW and now also uses Manheim Express. The company sells more than 3,000 used cars per year, with the mid-price segment being its “backbone”, according to Sven Schmiedecke, Head of Used Car Sales. He speaks highly of Manheim Express, describing it as a “collaboration between equal partners”. Schmiedecke also praises the auction portal’s transparency as well as its large reach and the rising earnings that have come with it. “I’m excited to see what new customers the planned expansion into Europe will bring,” he says. Looking ahead, he explains that Autohaus Schneider aims to consolidate its excellent results over the last few years – and to continue to digitalise its used car business.

Autohaus Lackmann, which has four showrooms in North Rhine-Westphalia, has been working with pkwNOW since 2017. “Our main reason for working with pkwNOW was the straightforward processing from vehicle intake on the fore-



I am curious to see which additional customers will result from the planned expansion in Europe.

Sven Schmiedecke, Autohaus Schneider

court through to the sale,” explains Head of Sales Ali Er. The auction platform is very clear and self-explanatory, he says. “With the straightforward and fast processing, we’ve been able to increase our earnings, reduce our days to sell and increase our liquidity,” says Er. It’s a win-win for everyone, he adds,

and the merger with Manheim Express opens up new potential buyers.

Hoppmann Autowelt, based in Herborn, Hesse, has been using the services of Manheim Express for three years. "After a few test runs, we could already see that vehicle intake and the subsequent collection by the dealers was a simple, seamless process," reports Arthur Merslikin, Head of Used Car Sales. "Reaching a larger group of buyers has been great for us." The more potential buyers bid for vehicles, the higher the final offer is – and dealers' purchasing power shows no sign of weakening. "One function we use frequently is follow-up negotiations," says Merslikin. "We've often been able to achieve a higher sales price with this tool than in an ongoing auction."

Satisfied customers do not come out of nowhere – they are the result of hard work and a clear foundation of values. Comprehensive customer service and excellent user-friendliness have been the focus for Manheim Express since the beginning – day in, day out. For the company, it is a question of moving with the times and making sure that



The main reason for working with pkwNOW is the uncomplicated handling, from receiving the vehicles on site to the sale.

Ali Er, Autohaus Lackmann

the platform impresses customers and users every single day. After all, as everybody knows, the customer is king.



INTERVIEW: THOMAS DWORACZEK

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FIRST OF ALL, OUR EARNINGS ARE CONSIDERABLY HIGHER.

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The Auto Thomas Group has its main showroom in Bonn and has been using pkwNOW since 2017. The dealership group now also uses the affiliated portal Manheim Express. In our interview, Thomas Dworaczek, Head of Used Car Sales, talks about the importance of the B2B trade in the used car segment – and the benefits of working with the car auction platform.

Thomas, how long have you been working with pkwNOW and Manheim Express at Auto Thomas?

We started out in 2017, initially at our main showroom in Bonn. After we achieved some excellent sales successes in a short time, all the other Auto Thomas showrooms began taking part in the auctions as well.

Why did you choose pkwNOW and Manheim Express?

In addition to gaining new customers, the system is easy to handle and precise. That's what makes pkwNOW and Manheim Express unique.

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In addition to the acquisition of new customers, it is the simple and precise handling of the system that distinguishes pkwNOW and Manheim Express.

Thomas Dworacek, Autohausgruppe Thomas

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Which tools are especially useful for you?

The quick and flexible problem-solving and being able to see auction results in real time.

What successes has your company been able to achieve as a result of the collaboration?

First of all, our earnings are considerably higher than they would be with local marketing. We've also made some big time-savings in sales administration. There aren't any payment defaults. In addition, we've been able to optimise our costs, and the platform gives this type of remarketing a high level of transparency.

You sell over 4,000 used cars a year. What are you currently focusing on in the used car business?

The used car business is currently dominated by a high proportion of off-lease vehicles of all brands. We also buy vehicles previously owned or leased by car manufacturers' employees on an ongoing basis.

How important is the B2B business for you?

The B2B business is becoming increasingly important because we can make quick online sales in this segment.

Thank you for talking to us, Thomas.



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Today, B2B auction platforms are indispensable interfaces for successful car dealerships. They connect dealers, create efficiencies and drive innovation by taking vehicle trading to a new level.

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