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Manheim Celebrates Earth Day by Sharing Conservation Tips for Dealers; Reinforcing Conservation Commitment

Cox's deep commitment to conservation drives positive changes to operations, helps clients do the same.

ATLANTA – April 22, 2021 – As a Cox company, protecting the environment is at the heart of Manheim's operations. That's why for this Earth Day, Manheim is celebrating by sharing tips for dealers to increase their green efforts, as well as announcing new sustainability initiatives of its own. Cox Conserves, the company's national sustainability program founded in 2007 by Cox Enterprises Chairman Jim Kennedy, has set ambitious goals of achieving zero waste to landfill status by 2024 and being carbon and water neutral by 2034.

For dealers who are looking to increase their own sustainability efforts, Cox Enterprises Director of Sustainability, Stephanie Valdez-Streaty, offers these tips:

- 1. Upgrade to energy-efficient light bulbs.**
Want to cut lighting energy consumption by up to 90 percent? Invest in energy efficient lighting. LED lighting lasts longer than traditional incandescent lighting and can use up to 90% less energy. LEDs also emit less heat, reducing air conditioning needs.
- 2. Let sunlight power your dealership.**
Installing Photovoltaic (PV) solar systems is beneficial for the environment and can also save money. In many cases, energy costs are a dealership's third highest operating expense. Consider installing solar panels to power all—or even part of—your business. Interested dealers should note that there are federal investment tax credits of up to 26% of the cost of the solar investment for eligible companies. In addition, many states, counties, municipalities and utilities offer other incentives for solar. Check with your local government for availability.
- 3. Place recycling bins in key areas.**
Put up recycling bins throughout the building, including the showroom, customer service areas, office and break room areas, as well as vehicle service areas. Easily accessible recycling bins encourage customers and employees to recycle and will demonstrate your dealership's commitment to operating sustainably.
- 4. Recycle and reuse car-wash water.**
This option is well suited for dealers who are rebuilding their dealerships or adding carwashes onto their existing dealerships. While there are upfront costs to these solutions, the savings could be notable, depending on the number of cars washed and the price of water in your area. In addition to lessening monthly water fees, it can also lower sewer fees. Although it will take time, this green initiative may eventually pay for itself.
- 5. Choose native greenery.**
When landscaping your property, choose native plants. If you're already planning on spending money on landscaping, the extra effort and cost to use native plants is minimal. You can save on water costs because native plants can typically survive on rain when in their natural habitat.

As for Manheim's own green efforts, three locations are currently getting major energy savings upgrades, including a large solar array at Manheim New Jersey, as well as campus wide LED installations at Manheim San Diego and Manheim Southern California. These initiatives build on Manheim's already successful eco-conscious solutions at many of its locations across the country. Results of these initiatives include:

- Photovoltaic solar installations at 20 locations collectively prevent more than 5,000 tons of carbon from entering the environment, annually.
- LED lighting projects across many locations reduce carbon consumption by approximately 35,459 tons annually.

- Xeriscaping, rain harvesting, reclamation and replenishment projects save up to 74 million gallons of water annually.
- 37 Manheim locations are diverting at least 50% of their waste away from landfills each year, with Manheim Houston and Manheim Nevada diverting over 80%. Manheim also recently launched a program to ensure that every auction location will divert at least 60% of their waste from landfills, with at least five locations attaining zero waste to landfill status in 2021.

“Protecting the environment is one of the most important ways we live out our company’s purpose—to build a better future for the next generation,” said Manheim Divisional Vice President Alan Lang. “We’re proud of the progress Manheim has made and will continue to find every way possible to operate sustainably and help our clients and partners do the same.”

During Earth Month, Manheim and Cox have launched company-wide campaigns to encourage more sustainable actions among team members at home and at work. The company has provided a range of resources, including educational webinars with conservation tips, as well as fun challenges to increase participation.

To learn more about how Cox is making an impact in the communities where we live and work, check out the new Cox Collective Impact Report, available on April 22, [here](#).

About Manheim

Manheim® is the nation’s leading provider of end-to-end wholesale vehicle solutions that help dealer and commercial clients increase profits and efficiencies in their used vehicle operations. Through its physical, mobile and digital sales network, Manheim offers services for decisioning, buying and selling, floor planning, logistics, assurance and reconditioning. Operating the largest vehicle wholesale marketplace, Manheim provides clients with choices to connect and transact business how and when they want. With nearly 6 million used vehicles offered annually, Manheim team members help the company facilitate transactions representing nearly \$60 billion in value. Headquartered in Atlanta, Manheim North America is a Cox Automotive™ brand. For more information, visit <http://press.manheim.com>