



Content Style Guide

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Introduction

This style guide will help design professionals compose digital content that is easy for clients to understand and consistent with Manheim's objectives and values.

Your copy should answer questions, not create them. Try to put yourself in the mind of our readers to anticipate their questions. Clear and helpful messaging that is consistent across a user's experience builds client confidence and Manheim credibility.

Our objective is to provide clients with a positive experience that enables them to do business with us quickly and efficiently.

When in doubt, leverage the [Content Team](#), the unit most familiar with tone, messaging and writing best practices for the company.

This guide is **not** meant to serve as an exhaustive writing guide. It does not offer complete coverage of grammar, spelling or punctuation rules—only the recurring rules where Manheim has specific preference. For virtually everything else not contained in this guide, refer to the [AP Style Guide](#).

Good Copywriting

Effective writing requires relevant content, written in the right style, and formatted for effective scanning. These best practices are based on well-researched digital behaviors.

Digital reading behaviors include:

- Reading in quick, short bursts because of distractions or frequent interruptions
- Scanning for keywords and task-oriented information
- Only reading headers or the first few words of a sentence or paragraph

Accuracy

Accuracy is critical. If the information on the page is not accurate, it hurts our credibility. Do not embellish unnecessarily. **It is more important to be accurate than compelling.**

Brevity

Users spend 3-5 seconds scanning a page for the information they want. That's it.

Users generally have an end-goal in mind, whether it's paying a bill or placing a bid. Do not let your content get in the way of the user's goal. Help them achieve it quickly by putting the most important content at the top of the page and eliminate "empty" and "fluffy" content.

Optimal length:

- **Headings:** 1-7 words
- **Sentences:** 7-20 words
- **Paragraphs:** 40-70 words or three sentences (usually no more than two vertical inches)
- **Pages:** 300 words (should not scroll beyond two full-page lengths on 1,024 x 768 resolution)
- If you have more than 700 words, break into sections
- Mobile content should be no longer than 1.5 page length

Clarity

Users will ignore your copy if it is too confusing or complicated.

- Write as close to a fourth grade reading level as possible
- Do not use long words when a short word will do. (View [Word Choice](#) for details...)
- Avoid jargon and technical terms
- For longer copy, use the inverted pyramid, which places the most important information first

Credibility

Errors and typos hurt Manheim's credibility. Here are a few tips to write clean copy:

- Read your work out loud
- Let a coworker edit
- If you're editing your copy for grammar, consider working through the copy backwards (read the last sentence first).
- If you're not 100 percent sure what a word means, look it up, or, use a simpler alternative.

Style

Audience

The single most important factor in finding the right tone is knowing your audience. One message rarely fits all.

Our services extend to a wide variety of people. Our audience is primarily composed of dealers, age 45-55, many of whom are not technically savvy. The challenge we face is to communicate with this segment without talking down to them, or seeming too basic for more technical users.

Our users are busy and in a hurry. Chunk and segment content to support the reader's scanning behavior and to help users quickly find what they need. It also helps users who are interrupted pick up where they left off.

- Use strong clear subheads
- Cover only one topic per paragraph
- Choose lists over paragraphs to make your content easier to scan
- View [Bullets and numbered lists](#) for details

Tone

How you say something is just as important as what you say. With the right inflection, a negative can become a positive, and vice versa. We want everything we put in front of our clients to be a reflection of who we are: friendly, familiar and straightforward.

- Consider the subject matter you're writing about and how the user will likely react to the information
- Consider your audience's likely state of mind
- Write to the reader the way you would speak to the reader
- Avoid jargon, indirect wordy messaging, analogies, clichés and interrogative phrases
- Be conversational. Use positive contractions (we're or it's) or start a sentence with a conjunction if it helps the content flow.
- Be positive. Focus on what can be done rather than what cannot.

Voice

If Manheim were a person, it would be a friendly, helpful co-worker—someone who can sum-up any complex problem in a few simple sentences, without being condescending.

Active vs. passive voice

Use active voice to keep content concise and direct.

Person

Address the user directly. Use second person (you) to refer to the user. Use first person plural (we) for Manheim to help flow. Using Manheim instead of "we" is most appropriate for formal or legal copy.

Grammar

Abbreviations

- If there's a chance a reader will not recognize an abbreviation, spell out the first reference
- Do not use apostrophes with abbreviations. Spell out the word instead.

Acronyms

- If there's a chance a reader will not recognize an acronym, spell out the first reference
- Subsequent references of the acronym do not require parenthesis
- If the acronym is more common than the long form, use the acronym (MMR)
- Do not use periods between the letters of acronyms
- Do not use apostrophes unless indicating possession (multiple CRs vs. the MMR's data)
- View [Acronym List](#) for detailed list of [common terms](#)

Ages

- Use numbers rather than spelling out
- When used as a modifier or a noun, use hyphens (Manheim turned 75 vs. Manheim is a 75-year-old company)
- References to decades are spelled out (Dealers in their forties)

Brands

- Honor brand conventions (including use of ® and ™), according to their official websites (Dealer2Dealer, vAuto, and DealShield)
- Refer to a company or product as "it"
- Use common brand abbreviations or acronyms (IE8) after spelling out the first reference (Internet Explorer 8)
- View [Marketing Brand Standards](#) for additional details...

Capitalization

- Capitalize proper nouns and the first word in a sentence
- Use common sense. When in doubt, do not capitalize.
- Do not capitalize these words mid-sentence: website, online, email
- Use title case for headers and sentence case for subheads (Defer to the [MUI Style Guide](#) for appropriate use of all caps and header treatments)
- Do not use all caps unless writing an acronym
- When referencing a label or call to action, always use the same case treatment used by that label or CTA
- For links in a sentence, use sentence case; stand-alone links use title case.
- Exception: some dynamic data is restricted to all caps

Contractions

- Use positive contractions (we're or it's) when it helps the reader's flow
- Avoid use of negative contractions (don't or doesn't) to help clarity and to present a more respectful tone

Currency

- Use the dollar symbol (\$) before the amount
- Include two decimal places for amounts that are not whole-dollar values
- Defer to the [AP Style Guide](#) for international currency standards

Dates (days, months, years)

- Abbreviate days and months. Do not use periods. (Sun, Jan 24)
- Spell out the month if it is used by itself in a sentence (The sale starts in August)
- Abbreviate months that are paired with a date (Jan 24)
- Comma between date and year (Jan 21, 1993)
- Months are spelled out when used alone or paired with a year with no comma between month and year (January 1993)

Decades

- Do not use an apostrophe when referencing a decade (1960s)
- Use all four digits of the decade (1980s vs. “the 80s”)

Distance

For mileage and kilometers, use the abbreviations with no spaces. Do not use periods. (150mi or 150km)

Font treatments for emphasis

- Avoid combinations of the following: italics, bold, caps, underline
- If you are going to use a (single) font treatment, use it sparingly for effect

Italics

- Italicize to emphasize a word, cite an example, quote a foreign phrase, or indicate the title of published works
- Italics are hard to read. Use sparingly, if ever.

Numbers

- Spell out one through nine
 - Exception: For tables and charts, avoid spelling out numbers
- Spell out first through ninth
- Spell out a number if it’s the first word of a sentence
- Never use ordinals (“th” and “st”) with dates (View [Dates](#) for details...)
- Only use ordinals to indicate sequence in time or location (first Friday of the month or 11th vehicle)
- Do not superscript the ordinal (4th and 1st)
- Spell out fractions or use decimals. Do not use fractions.
- Use a hyphen for a span of numbers (It takes 20-30 days)

Phone numbers

- Use hyphens without spaces between numbers and area codes: 404-123-4567
- Manheim does not use parentheses for phone number area codes
- Reference the [AP Style Guide](#) for country codes and the treatment of international phone numbers
- Vanity phone numbers (1-866-MANHEIM) are actually less intuitive for today’s users.
 - When possible, use a numeric phone number
 - When not possible, put the numeric version in parenthesis after the vanity version (1-866-MANHEIM (626-4246))

Pronouns

- Use “she” or “he”
- Do not use “they” or “one” as singular pronouns

Locations (cities, states, countries)

- Spell out city names, and use postal code for states (Flint, MI)
- Spell out states when they are by themselves
- The [AP Style Guide](#) lists [30 U.S. cities that do not need to be followed by the name of a state](#)
- All auction names should be preceded by Manheim (Manheim Albany). (View [Operating Locations](#) for details...)
- Reference the [AP Style Guide](#) for treatment of country names and abbreviations

Spacing

- Only use one space after each sentence
- Use single spacing for all paragraphs
- No spacing between bulleted or numbers lists
- View [MUI Style Guide](#) for details

Time

- Use numerals and “am” or “pm” without a space. Do not use minutes for on-the-hour time. (7am ET or 10:30pm ET)
- Use a hyphen between times to indicate a time range (7am-10:30pm ET or 7-9am ET)
- No space between the hour and “am” or “pm” (11am)
- Use 12am (midnight) or 12pm (noon), not 12m or 12n

Time zones

- Do not use the Daylight or Standard time notations
- Use ET, unless you’re referring to an event that takes place in another time zone
- Abbreviate time zones within the continental United States, and spell out the rest

Continental U.S. time zones:

- Eastern Time (ET)
- Central Time (CT)
- Mountain Time (MT)
- Pacific Time (PT)

URLs (Links)

- Do not include http://
- Avoid use of www. unless it prevents the page from loading properly

Punctuation

Ampersands (&)

Do not use “&” unless it’s part of a brand or product name. Use “and.”

Asterisks and Footnotes

- Asterisks are used in-context to denote an annotation at the bottom of page
- Do not use to add emphasis to regular copy

Colons

- Use two spaces after colons
- Used to introduce a list, often to replace phrases like “for example”
- Should not be used after “such as,” namely” or “for instance”
- When followed by a complete sentence, capitalize the first word

Commas

Use serial commas only when adding clarity to a list. Usually, they are not needed. For example: Charlie relies on MMR for accurate pricing information that includes vehicle make, model and trim.

Ellipses

- Use an ellipse (...) when omitting words or trailing off before the end of a thought
- Do not use ellipses in titles or headers
- Do not use an ellipse in place of a colon

Exclamation points

- Reserve the use of exclamation points for marketing material
- Do not use exclamation points in alert messaging

Hyphens, em dashes and en dashes

- Use a hyphen, instead of an en dash (–), without spaces to link words into a phrase or to indicate a range (first-time user)
- Use an em dash (—) for a true break or to set off a parenthetical statement. It is sometimes used instead of a semi-colon.
- Do not use two hyphens in place of an em dash
- Do not hyphenate email, do hyphenate drop-down (View [Word Choice](#) for more examples...)

Pipes (|)

- A pipe is a vertical bar often used for math but sometimes used to create a visual break in lines of content
- When possible, use extra spacing to create a break instead of a pipe, because pipes can add clutter

Quotation marks

- Periods and commas go within quotation marks
- Question marks within quotes follow logic. If the question mark is part of the quotation, it goes within. If you’re asking a question that ends with a quote, it goes outside the quote.
- Use single quotation marks for quotes within quotes

Semi-colon

- Use semi-colons sparingly. It's usually better to use two separate sentences.
- If you use a semi-colon, make sure you have two independent clauses (that could stand alone as complete sentences) with no conjunction between them
- Use semi-colons to set apart items in a detailed list. Or use a bulleted list instead.

Slashes

- Use a slash (/), with no space, between words to represent a conflict, connection, or direction (The Manheim/Adesa partnership)
- Do not use slashes to replace comma, semi-colon or bulleted lists

Content Types

Alert messaging

Alert messages are snippets of content that help our clients understand how to use our website. They also aid change and emergency communications. We have four states of alert messaging:

Red state critical alert message

- A critical error has occurred and the user cannot continue
- May include: Account holds, invalid data entry, or system outages in a different (but relevant) part of the website
- To be used as sparingly as possible to both reduce stress and anxiety for the user and to protect the impact of red state messages

Yellow state alert message

- Notice to the user that they may need to take action or that a future disruption may occur
- Can include: browser retirement, weather alerts, upcoming scheduled maintenance
- Should not be used to prop up insufficient design

Blue state information message

- FYI or “learn more” content
- Should provide link to trigger in-context information or to redirect to a Help or About page

Green state confirmation message

- Confirmation message
- Indicates that the action taken by the user was successful

Alt text and title tags

Alt text describes an image for users with visual impairment and displays when an image fails to load. Alt descriptions can also help SEO.

More tips:

- Do not stuff keywords into alt text descriptions Use only the most common terms.
- Limit length to 70-100 characters
- Accurately describe the image

Bullets and numbered lists

Bulleted lists call out two or more specific items, options or bits of information.

- Bullets work best with short, scannable phrases or sentences
- Use parallel styles and terminology (View [Parallelism](#) for details...)
- Sentence fragments are acceptable
- Use a period at the end of bullets with multiple or long, complex sentences

Numbered lists create chunks of content that facilitate a process (steps 1-3).

- Each step should be represented by a separate number on the list
- Add sub-steps if needed to further break down explanation of instructions, but use sparingly to avoid confusion
- **Bold calls to action** when they are part of larger, more contextual sentences. (View [Calls-to-action](#) for details...)

Calls-to-action

Calls-to-action (CTAs) should:

- Use engaging copy in verb/noun format to describe the action the user wants to take
- Use title case/font (View [MUI Style Guide](#) for details...)
- Use no more than 3-5 words
- Do not use “click here”
- When referencing a clickable action, use the label or title of that item instead of describing the item type (“[Go to My Manheim](#)” instead of “Click on the tab above”)
- If a direct link is not possible, set the button name in bold to make it distinct, or use quotation marks if bold is not possible (Click **Enter Sale...**)
- In every instance, use the same capitalization in your call to action as the label, button or link, even if the button label is in all caps (Click **SUBMIT** to proceed)
- View [CTA preferences](#) for a list of common calls-to-action....

Email

- Keep email subject line less than 50 characters
- Put the most important piece of information to the user in the subject line
- Make the call to action(s) the focus

Headings and subheadings

Headings and subheadings help chunk content into smaller, more specific sections. They focus interest and provide cues as to what’s ahead.

- Use headers for the name of a page or a primary section (View [Titles](#) for details...)
- Use subheads for content chunking
- Defer to the [MUI Style Guide](#) for capitalization, but as a general rule:
 - Headings in title case (capitalize each word except articles, conjunctions and prepositions)
 - Subheadings in sentence case (only capitalize the first word and proper nouns)
 - No space under headings and subheads

Hyperlinks and links

- Plan your links before writing your copy
- Write clear calls to action that use verb/noun format ([Initiate a claim](#))
- Hyperlink the word or words that best describe the action the user wants to take. Keep hyperlinked words between 2-5 words
- When in a paragraph, avoid wrapping the hyperlink to a second line
- Links to content on Manheim should open in the same window
- Links to third-party pages or attachments should open in a new window
- Do not use the phrase “click here” (View [Calls to action](#) for details...)
- Link to relevant information or next steps at least once per page or per page break
- Emails should be linked to the person’s name or proper noun (Contact [John Smith](#))

Images

Images include illustrations, screenshots, logos and photography.

- Include a caption when the photo is not self-explanatory
- Use original illustrations and photography as much as possible
- When using an external photo, provide a photo credit (Photo credit: Associated Press)
- Always provide an Alt text description (View [Alt Text](#) for details...)

Best practices that improve site speed for images:

- CSS instead of GIFs with animation
- PNG-8s instead of non-animated GIFs
- Asynchronously loading videos instead of movie GIFs
- SVG (vector-based) for very basic images

Parallelisms

A parallelism is the consistent use of a chosen grammatical structure. It makes writing more predictable and pleasant to read. We seek to employ parallelisms wherever possible to help readability. For example, if links in a component are in verb/noun format, new links should follow that same format.

PDFs

- No more than 10MB in size
- No larger than 8.5x11 inches

Text messages

- Each text message is limited to 160 characters, so you have to summarize the information and call to action in short, often fragmented sentences
- All links should be shortened to an estimated 20 characters
- No font treatments are available in texts.
- Avoid using all caps and special characters.

Titles (page titles, report titles, table titles)

- In as few characters as possible, titles should use the language our clients use to describe the function of the thing they're trying to access. How would they search for it?
- Do not create new "brands" for new products and services (Power Proxy). Branded titles can work against the usability of the product.
 - If a brand name is required, contact Manheim Marketing for support.
- Avoid generic and common terms (tool, service, auction) and clichés
- Consider how a title might be referenced in a call-to-action (Go to Bid Groups to...) to avoid awkward references (Go to Instructor Led to...)
- Navigational menus should not drive the selection of a title. However, establish parallelisms whenever possible. (View [Parallelism](#) for more details...)

WALK PHASE....

Word Choice

Use	Instead of
12pm	12n
And” or “or” (pick one)	And/Or
Because	Being as; being that; owing to the fact
Because	Due to the fact that
Can (when action is physically possible)	May
Currently	At this point in time
Decide	Make a determination
Drop down	Dropdown
Even though	Despite the fact that
Except	With the exception of
For	For the purpose of
If	In the event that
In; By; For	In terms of
May” (when referring to permission)	Can
Near	Close proximity
No doubt	There is no doubt that
Often	Often times
Pick up (when a verb) or pickup (when a noun or adjective)	Pick-up
Pinstripe	Pin stripe
Regarding	With reference to
To	In order to
Unavailable	Not available; Not Accessible
Update	Revise; last updated
Use; Using	Utilize; utilizing; utilization
Way	Methodology
Website	Web site
When	At the time that; at the time of
When	Whenever
Yet	As of yet
ZIP	Zip Code

UNDER CONSTRUCTION

Acronym list

These acronyms are commonly used by Manheim and Cox Automotive. An asterisk indicates an acronym that is more common than it's spelled out alternative. (View [Acronym guidelines](#) for more details about acronym usage...)

Manheim Acronyms	
ARI	Automotive Resources International
BOC	Business Operations Center
CR	Condition Report
DAR	Dealer Account Representative
DE	Damage Estimate
ECR	Electronic Condition Report
FDAW	Field Account Executive
FSM	Field Sales Manager
FSP	Facilitation Service Provider
G2G	Gavel-to-Gate
MCC	Manheim Credit and Collections
MMR *	Manheim Market Report
OES	Online Event Sale
OVE *	Online Vehicle Exchange
PSI *	Post Sale Inspection
RPC	Revenue Per Car
RPM	Remarketing Portfolio Manager
SNR	Should not run
SPM	System Problem Management
TA	Title Absent
TFS	Toyota Financial Services
TFS	Team Foundation Server
TWI *	The Wholesale Institute
UCL	Universal Credit Limit
UVIS	Used Vehicles Information (Ford)
VE	Vehicle Entry
WO	Work Order

Cox Automotive Acronyms

APR *	Annual Percentage Rate (for loan- financed vehicles)
CA	Cox Automotive
CEI	Cox Enterprises, Inc.
COB	Close of Business
CPO	Certified Pre-Owned
CR *	Condition Report
EBITDA *	Earnings Before Interest, Taxes, Depreciation and Amortization
EOB	End of Business
FAQ *	Frequently Asked Questions
KBB *	Kelley Blue Book
POV	Point of View
QA	Quality Assurance
RSD	Regional Sales Director
RSM	Regional Sales Manager (is over DSM)
SCA	Secure Credit Application
URL *	Universal Resource Locator
VHR	Vehicle History Report
VIN *	Vehicle Identification Number
WOW	Week over week
YOY	Year over year

Associations

- American Automotive Leasing Association (AALA)
- American Trucking Associations
- Illinois Independent Auto Dealers Association (IIADA)
- National Auto Auction Association (NAAA)
- National Automobile Dealers Association (NADA)
- National Association of Fleet Administrators (NAFA)
- National Independent Automobile Dealers Association (NIADA)

Blacklist

Do not use the following:

- “Click here”
- Fluffy corporate terms like “incentivize,” “leverage” and “thought leader”
- Anything related to politics
- Anything related to religion
- Expletives (swearwords)
- Avoid Latin terms in digital content (“ex post facto,” “etc.” “e.g.” and “i.e.”). Use the English alternative whenever possible.

CTA preferences

Use...	Instead of...	When user is...
Add / Add to	Include, Move	Adding something to their personal account (workbook)
Bid	Buy	Placing a bid for a vehicle that may or may not be outbid by other buyers
Buy Now	Buy, Bid	Paying a pre-established amount to immediately acquire a vehicle
Call	Contact, Reach, Speak to, Speak with	Calling a contact
Click on	Click here, Go to, Click:	Clicking an item within the same page view (not an in-context hyperlink)
Email	Contact, Reach, Speak to, Speak with	Emailing a contact
Enter Sale	Enter, Go to sale, Watch	Going to a Simulcast live web video stream of a vehicle going through the lane
Filter	Find, Search, go, Apply, More info, See, View	Adjusting criteria to adjust the same-page view of results
Find	See, Go, Next, Proceed, View, Locate	Looking for recommendations based on a narrow or pre-selected set of filters/criteria
Get Started	Proceed, Take me there, Let's go	About to sign up or opt-in for a new process or service
Go / Go to	Click on, Click here, Click:	Being redirected off-page to take an action (usually an in-context hyperlink)
Go to	See, Find, Proceed, View	Being redirected to a different channel or to another tool
Learn More	Details, FAQ, Help	Being redirected to help, educational or training content
Log in	Authenticate, Sign in, Login	Entering account credentials to access information or services
Log out	Logout, Sign out	Logging out of an authenticated service
Make an Offer	Buy now	Extending an offer that the seller may or may not accept right away
Next	Proceed, Take me there, Let's go	Navigating through a progression of steps
OK	Save, Enter, OK, Go, Done	Acknowledging a message and wishing to dismiss it
Proxy Bid	Proxy, Set Proxy Bid	Setting the maximum amount they would like to buy a vehicle for (process runs automatically)
Save	Save, Enter, OK, Go, Update	Saving their selections for later reference (save search)
Search	Find, Go, Filter, Apply, More info, Enter	Looking for all matches for a given search criteria
See	View, Find, Go, Proceed, Next	Clicking to view something that can be acted upon (pre-filtered inventory)
Sign Up	Register, Opt in	Opting in to a service (sign up to receive notifications)
Submit	Apply, OK, Edit, Save, Done	Submitting a form or offer (usually followed by a confirmation message that submission was successful)
Update	Apply, Submit, OK, Edit, Save	Editing or applying changes to (usually to their own information or offers)
View	See, Find, Go, Proceed,	Passively viewing information or data that cannot be directly acted on (legal policies)
What's This?	Learn More, Details, FAQ	Viewing help content within the same page view

Glossary of common terms

Term	Definition/Explanation
"If" bids	Bids that come close to a seller's floor
1Dispatch	Dispatch company to connect to carrier network
Arbitration	The dispute of a vehicle sale
Auction	Should refer to the real-time, mass sale of inventory. Should not be confused with physical "Locations."
Beta	The test of a new system or function with a group of users who provide feedback. Generally, this is not a term we should use with customers.
Buyer	Dealer who is acquiring inventory
Closed Sale	Sales open to only certain dealers
Condition Reporting (CR)	A report that fully details the condition of a car that is being sold
Cosigner	A seller
Customer Care	Customer service and client relations
Dealer	The representative of a dealership (usually the general manager)
DealShield	A product that protects the dealer if they decide to back out of the purchase of a car bought at auction
Gate Pass / Gate Release	The system of record buyers use to exit the lot with their newly acquired inventory
Gavel-to-Gate	(G2G) focuses primarily on the systems and processes that take place during the customer experience from the drop of the gavel through leaving the auction gate. G2G improvements are wholly focused on creating an improved, more consistent customer experience.
InOps	A type of shipping for cars.
Instructor-Led	Online training that is led by an instructor.
Inventory Manager	The source from where the inventory comes: OVE, In Lane, Simulcast
Late-model	Refers to older cars
Manheim Auto Industry Brief	Report that highlights market conditions and buyer and seller strategies within the used vehicle marketplace
Manheim Exotic Highline Events™	Exclusive events for expensive / higher-end inventory and brands
Manheim Specialty Auctions	Auctions for boats, RV and special types of automobiles
Manheim Used Vehicle Value Index	Analysis of used vehicle industry based on 5 million annual transactions
Manheim-facilitated	Any part of the sale or auction that is assisted by Manheim employees, products or services
ManheimDealer2Dealer.com	Online marketplace where dealers can buy, sell and trade wholesale inventory directly
Mobile Application	Manheim's mobile app. Allows for scanning of bar codes for vehicle details.
myMobileListing	A way to add vehicles to the Manheim inventory directly from a mobile device.
Open sale	Sale open to all Manheim clients
OVE Event Sales	A second chance sale or auction
OVE.com	The second chance sale and auction website.

Term	Definition/Explanation
Payment Policy	Legal payment terms and condition
Post-Sale Results	The results of the sale day
Post-Sale	Actions taken after the sale of a vehicle
PowerSearch	Manheim's inventory search
Pre-Sale	Actions taken before the sale of a vehicle
Pre-Sale Inventory	Inventory list of a particular sale
Proxy Bid	The maximum amount a buyer is willing to pay for a vehicle via an automatic bidding process
Public sale	Sale open to everyone - not just dealers
Purchase Protection	See DealShield and PSI
Remote Seller	A seller that is not on-location
Sale Type	A sale can be closed, open or public
Sales Schedule	The day, time and location of a sale day
Seller	An entity or person who offers up their inventory for purchase
Sell-Ready	A vehicle ready for sale at auction
Simulcast	Video-streaming of a live auction
Simulcast Everywhere	Live bid, online-only auction
The Learning Center	Online training for Manheim
Total Resource Auctions	Auction for vehicles that will ultimately be sold for parts
Unibody	A single molded unit forming both the bodywork and chassis of a vehicle

UNDER CONSTRUCTION