

MANHEIM DIGITAL MARKETPLACE SNAPSHOT

JANUARY 2021

FOR OVER 75 YEARS, MANHEIM HAS OFFERED KEY INSIGHTS INTO TRENDS INFLUENCING THE WHOLESALE VEHICLE MARKETPLACE



3.2M+

DIGITAL TRANSACTIONS

IN 2020

~41% HIGHER THAN SAME PERIOD IN 2019

30%

OF SIMULCAST BUYERS

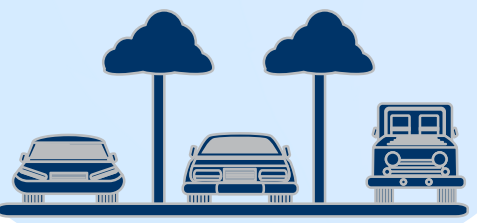
ARE FIRST TIMERS



173%

YOY INCREASE IN

OFFSITE TRANSACTIONS



47%

INCREASE IN

SIMULCAST REMOTE SELLER USAGE COMPARED TO MAR. 2020



81%

OF PURCHASES

WERE MADE BY DIGITAL BUYERS IN 2020



Manheim

SOURCE: MANHEIM DATA THROUGH DECEMBER 2020
VISIT PRESS.MANHEIM.COM FOR MORE