

MANHEIM DIGITAL MARKETPLACE SNAPSHOT

MARCH 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

36%

OF SIMULCAST BUYERS

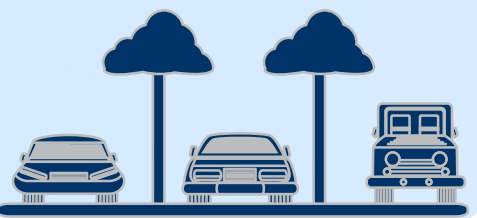
ARE FIRST TIMERS



146%

YOY INCREASE IN

OFFSITE TRANSACTIONS



50%

INCREASE IN

SIMULCAST REMOTE SELLER USAGE COMPARED TO MAR. 2020



81%

OF PURCHASES

MADE BY DIGITAL BUYERS SO FAR IN 2021



Manheim

SOURCE: MANHEIM DATA THROUGH FEBRUARY 2021
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