Toyota Financial Services and Lexus Financial Services Recognize Top Manheim and ADESA Auction Sites with Premier Auction Awards

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Torrance, Calif. – Celebrating its 10TH year of recognizing the top auction sites across the country, Toyota Financial Services (TFS) and Lexus Financial Services (LFS) has awarded its 2011 Premier Auction Award, the company's highest recognition of excellence in the remarketing industry, to nine auction sites for their 2011 performances.

The 2011 Lexus Financial Services Premier Auction Award winners are: ADESA Los Angeles, ADESA Dallas, Manheim Phoenix, Manheim San Francisco Bay, Manheim Milwaukee, and Manheim Orlando.

The 2011 Toyota Financial Services Premier Auction Award winners are: ADESA Lexington, Manheim San Francisco Bay, Manheim Phoenix, Manheim Kansas City, Manheim Milwaukee, and Manheim Seattle.

"Toyota and Lexus Financial Services strives to be a high-performing company by continuously improving our products and services for our customers. As a result, our auction partners must challenge themselves to become the most innovative and efficient locations in the Remarketing industry," said Mike Reid, National Remarketing Manager at TFS/LFS. "The Premier program is demanding but obtainable, and all auctions are rewarded when performance expectations are met. Each of the winning Manheim and ADESA auctions worked extremely hard ensuring that exceptional service was delivered while administering the TFS/LFS account, and for that we thank and congratulate all of our 2011 Premier Award recipients."

Recipients of the award are high-performers in four key Remarketing categories:
(1) Administration, (2) Operations, (3) Sales, and (4) Retention. The Premier Award recognizes the dedication auction sites and TFS/LFS Remarketing share in their efforts to ensure a constantly improving quality of service for both parties.

"Congratulations to our winning teams who showed Toyota Financial Services and Lexus Financial Services their ongoing commitment to deliver the best remarketing value and experience possible," said Nick Peluso, SVP, Customer Management, Manheim. "Getting recognized by our customers is extremely rewarding and further challenges us to find new and different ways to help our customers go even further."

In 2011, 17 auto auction sites partnered with TFS/LFS to sell more than 92,959 Toyota and Lexus vehicles. The TFS/LFS Premier Auction Awards help not only distinguish the year's best overall performers, they allow the company to help set the bar across the remarketing industry.

"The auction business is very competitive," said Ken Osborne, General Manager, ADESA Dallas. "The Premier program gives us a method to measure against our competitors and our own past achievements. The criterion is broadly based and involves all parts of the process. Because of that, the entire auction has some level of involvement. That makes achieving the Premier level especially important because we win together with our Toyota/Lexus remarketing partners."