

## Manheim Market Report Display Requirements

These Display Requirements govern the display of Manheim Market Report (MMR) Content within industry software applications and wholesale marketplaces. When syndicated for internal use, the data must be attributed to MMR.

Clients should refer to [How API Response Parameters Map to the Manheim Market Report](#) for a clear example of how API returned values are displayed in a permissible format to Manheim.com users.

### Requirements for Industry Software Applications

#### A. Generating a Valuation

- Valuations should be generated using a minimum of Year, Make, Model, and Trim (YMMT) or VIN
- Additional adjustment factors are recommended for more accurate values. Third Party providers are required to provide the capability for a user to include all available adjustment factors, including CR, color, odometer, and region.
- CR Grade should not be converted from a decimal to a graphical representation, rounded to a whole number, or translated to a “star” or text (good, average)
- Values must be generated at time of user request (unless otherwise approved in data license agreement)

#### B. Displaying Valuations

- Third party providers of MMR values are required to display the Manheim logo along with the words “Manheim Market Report” or “MMR” including marks available at <https://coxenterprises.imagerelay.com/fl/3f3bcfbce82e499a93d85d503ac00761>.
- MMR values without adjustment factors must be labeled as “Base MMR”, and when adjustments are applied the value must be labeled “Adjusted MMR” (or “Adj MMR”)
  - Adjustment factors must be displayed based on the data returned in the API
  - Neither the value difference nor sum of value difference from an adjustment factor may be displayed for a specific factor
- When displayed alongside other values, MMR must be clearly distinguished
- The wholesale.below, wholesale.above, retail.below, and retail.above should not be displayed

#### C. Disclaimer and Definition

- Copyright and disclaimer information in at least 10 pt. font (or as otherwise approved by Cox) must be shown when MMR is displayed: MMR Values © 20XX Cox Automotive, Inc. All rights reserved. The MMR pricing is provided by Manheim. The information displayed for a particular vehicle is based upon user input, e.g.: odometer, region, condition grade, color, etc. The actual price of a vehicle may vary. Cox Automotive assumes no responsibility for errors or omissions. (v.2022.1.0)

- The following definition of Manheim Market Report (MMR) is approved for external use: The industry’s most comprehensive pricing tool gives you market information so you can price vehicles competitively and value potential purchases

## Requirements for Wholesale Marketplaces

### A. Generating a Valuation

- Valuations can only be generated using a VIN
- Wholesale marketplaces are required to adjust for color and odometer at a minimum and CR when available, and region as optional
- CR Grade should not be converted from a decimal to a graphical representation, rounded to a whole number, or translated to a “star” or text (good, average)
- Valuations must be generated daily and updated upon change in a vehicle’s condition or status (such as an issuance or change in AutoGrade® Condition Score)

### B. Displaying Valuations

- Third party providers of MMR values are required to display the Manheim logo along with the words “Manheim Market Report” or “MMR” including marks available at <https://coxenterprises.imagerelay.com/fl/3f3bcfbce82e499a93d85d503ac00761>.
- Adjustment factors must be displayed based on the data returned in the API
- Neither the value difference nor sum of value difference from an adjustment factor may be displayed for a specific factor
- When displayed alongside other values, MMR must be clearly distinguished

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