

## MANHEIM MARKET REPORT (MMR) DATA SYNDICATION

### DISPLAY REQUIREMENTS

These Display Requirements govern the display of Manheim Market Report (MMR) Content within industry software applications. 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.

Manheim Market Report (MMR) values are for industry or internal use only. MMR is not to be made available or displayed to consumers.

The MMR value may not be used as part of a derivative product and must be displayed as provided through the API.

#### A. Generating a Valuation

- Valuations should be generated using a minimum of Year, Make, Model, and Trim 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/round to whole number must be passed as a decimal (passed as an integer) or translate 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 [here](#) (size requirement?)
- MMR values without adjustment factors should 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 for external use: 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