

## Fast Facts

- A vehicle sells on eBayMotors.co.uk every minute, a car every two minutes and a motorcycle or scooter every eight minutes
- With an average of 3.5 million\* unique visitors every month, eBayMotors.co.uk is the most visited automotive website in the UK
- Cars belonging to Freddie Mercury, David Beckham, Robbie Williams, Elton John, Michael Schumacher and even the Queen Mum have all been listed on eBayMotors.co.uk
- A Lotus Esprit Turbo sold for 50p in June 2005 – the lowest price ever paid for a car on eBay Motors!
- The highest price ever paid for a car on eBay Motors in Europe was CHF1,200,050 (£540,000) for a Ferrari Enzo on 23 October 2004

\* Nielsen/NetRatings 2006

*"I've bought loads of stuff online like clothes and books, but when it comes to buying a car, I prefer the trade-in options and after care service that a local car dealer gives me. With so many dealers now advertising through Classified Ads on eBay Motors, I logged on and quickly found a dealer that operates within 15 miles of my house who was selling exactly the car that I wanted, at the right price. It couldn't have been any easier!"*

Sonia, Surrey

For further information on how to buy and sell a car safely online, go to:

[www.getsafeonline.org](http://www.getsafeonline.org) for independent advice about how to be safe on the internet

[www.ebay.co.uk/safetycentre](http://www.ebay.co.uk/safetycentre)  
eBay Safety Centre

[http://pages.ebay.co.uk/ebaymotors/help/buyerguide/buy\\_vehicles.html](http://pages.ebay.co.uk/ebaymotors/help/buyerguide/buy_vehicles.html) for tips on how to buy vehicles on eBay Motors

<http://pages.ebay.co.uk/motors/private seller>  
For tips on how to sell vehicles on eBay Motors

<http://pages.ebay.co.uk/motors/services/vsr>  
For a Vehicle Status Report

## The

# Easy Peasy Guide

to **buying cars**

on **ebay Motors™**



# Thinking of buying a new car?

Then take a closer look at the UK's busiest car showroom – eBayMotors.co.uk

## Massive range to choose from

There are over 40,000 cars, motorcycles and other vehicles listed on eBayMotors.co.uk at any given time

## More than just an online marketplace

There are several ways to buy a car on eBayMotors.co.uk. You can enjoy the excitement of the Auction-style format or, if you don't want to wait for a listing to end, you can choose the Buy It Now format to make sure the car is yours. If you prefer to deal face-to-face with a car dealer or private seller, you can find a car in eBay Motors' new Classified Ads

## It's Easy and Safe to buy

You don't need to be an expert on computers or a professional car trader to buy a car on eBayMotors.co.uk – it's easy and safe to use

Unlike retail stores, you can check out the seller before you bid. eBay's unique Feedback system allows you to see what previous buyers have said about the seller's reliability, product quality and level of service

For further peace of mind, check the background of the car with a Vehicle Status Report powered by motor experts HPI®. This will identify whether the car you are interested in has been reported as stolen, as an insurance write-off, has outstanding finance or mileage inconsistencies. eBay users can purchase the VSR directly through the Vehicle Registration Mark link on each car listing, at the exclusive discount price of £6.99 per report (normal RRP £39.95)

**No legwork** Just type in your postcode and you can locate thousands of cars just a click away in your local area

**Test Drive** Just because you're buying online doesn't mean you shouldn't ask for a test drive. Lots of buyers request a closer look before buying

**Free** for buyers to browse, bid and buy!

**Free Insurance** When buying cars through the Auction-style and Buy It Now formats, consider signing up for Norwich Union Direct's Driveaway product which offers seven days free insurance for cars bought on eBayMotors.co.uk

# 10 easy peasy steps to buying a car on eBayMotors.co.uk

- 1 Register on eBay.co.uk** – Then use the search box or browse the Motors Categories on the eBay Motors homepage to find the car you're interested in buying
- 2 Get to know the seller before you bid** – Click on the seller's Feedback Rating beside their User ID to read what previous buyers have said about them
- 3 Read the listing carefully** – Pay close attention to the car's description, payment terms, delivery terms, return/refund policies and photographs to assess the car's condition. Check if it's listed as an Auction-style listing, Buy It Now listing or Classified Ad
- 4 Still got questions?** – Contact the seller directly by clicking on 'Ask The Seller A Question'
- 5 Request a test drive** – This gives you an opportunity to evaluate the car more closely. Ask to view the car's vehicle checks and service history reports
- 6 Check the background of the car** – With a Vehicle Status Report
- 7 Check out the value of the car before you bid** – Compare with similar cars on the site so you know roughly what the car is worth
- 8 Place a bid** – For cars listed in the Auction-style format, enter the maximum amount you want to pay and eBay will bid only the amount needed for you to stay the highest bidder – it will not go over your maximum. You can buy cars listed in the Buy It Now format right away at a fixed price. If buying through Classified Ads, contact the seller directly as all these transactions occur offline
- 9 Safe payment** – Agree a safe method of payment directly with the seller. For cars bought online, popular options include cheque or banker's draft. For lower-value items, eBay recommends payment through PayPal, where buyers are protected for transactions of up to £500  
Do not make payment via money transfer services such as Western Union or MoneyGram – these are banned on eBay because they are unsafe channels to pay for online purchases
- 10 Remember that bids are binding**



**Choose**  
*a way to buy  
that suits you*



## Auction

Enter your bid with the highest amount you'd be willing to pay for the car. eBay will automatically raise your bid but only by as much as is needed for you to remain the highest bidder and secure the car. Some Auction-style listings may have a Reserve Price but many don't, so you can snap up some real bargains like the Lotus Esprit that sold for 50p

## Buy It Now

Can't wait for the end of an Auction-style listing to buy a car? Then get it right away at a fixed price if the listing has a Buy It Now option. Pay the asking price and the car is yours!

## Classified Ads

If you don't fancy bidding against other users and would rather complete the purchase offline, then buy through Classified Ads, where many professional car dealers now advertise their cars for sale. Cars are listed at the full price that sellers would like to receive

# Expert Tips

on selecting the right car online



**Car buying expert and presenter of ITV's Pulling Power and Discovery's Wheeler Dealers, Mike Brewer, offers some top tips**

**Spend time researching the car** – Decide how much you want to pay before you commit to a bid

**Ask the seller a lot of questions** – Useful questions include: How long have you owned the car? Why are you selling the car? Is the car registered in your name? Is there any finance outstanding on the car?

**Use the same common sense when buying online as you would offline** – It's definitely worth buying a Vehicle Status Report – use the Vehicle Registration Mark link in the listing to run a check on whether the vehicle has been reported as stolen, is an insurance write-off, has outstanding finance or has mileage inconsistencies. If it has a personalised number plate, ask for the previous registration number so that you can run the check accurately

***"Above all, trust your instincts – if you have a gut feeling that the car isn't quite right, walk away"***

**Read all the car's paperwork carefully** –

Check that the name of the seller is on all documents, what the mileage was at the last MOT and whether the car has a fully stamped-up service history book

**The test drive** – It will tell you a lot about the car's condition, so head to open roads where you can put the car through its paces

**Make sure you test the obvious:**

- If the car has ABS you should feel resistance coming up through the brake pedal
- Run through all the gears to check for whining or humming
- Find a clear open space and put the steering on full lock in both directions – any clicking noises mean the wheel bearings need replacing
- Check tyres for uneven wear – this could be a problem with the suspension, tracking or possible accident damage
- Listen for unusual noises and always investigate further if you hear any

## Got a car to sell first?



***So you want to buy a car on eBay Motors but need to sell your old one first? Easy Peasy – just follow this simple guide to getting the best price for your car online***

- For all you need to know about how to list your car for sale online go to <http://pages.ebay.co.uk/motors/private seller>
- Get your paperwork in order and be willing to provide information to potential buyers such as your car's registration details (VRM, V5 document, Vehicle Identification Number) and service history documentation (MOT certificate). An HPI check may be run on the car
- Provide a thorough description, including plenty of photos of the car – you can include up to 12 photos for free on eBay Motors. Be honest in describing small faults e.g. dents and scratches. This will give potential buyers greater confidence in your listing
- Make sure you respond quickly to requests or questions about your car. New buyers tend to feel more confident when they establish a relationship with the seller
- Be flexible in agreeing to a test drive if a potential buyer requests one. Use your common sense and get to know who you are dealing with – ask for ID when the buyer comes to test drive your car
- Clearly state your payment and collection/delivery terms and choose the most appropriate and convenient options for you. Popular payment methods include a cheque or banker's draft
- PayPal is the recommended option for smaller items valued at £500 or under e.g. for parts and accessories. Do not accept payment via money transfer services such as Western Union or MoneyGram – these are banned on eBay because they are unsafe channels for payment for online purchases

## How was it for you? eBayers explain why they like the site

*"I am a classic car nut and am always looking out for interesting cars on eBay Motors. The sheer number of cars on the site means that it's my favourite place to search. Recently I found a beautiful 1969 Morris Minor 1000 traveller. I also regularly check the site for parts and accessories when I am restoring old cars."*

Mike, Manchester

*"I buy a new car every couple of years and, after a recent promotion, I bought my last one on eBay Motors. For someone who is as fussy about cars as I am, eBay Motors has everything. I selected an Alfa Romeo with a high spec, and it turned out that the seller lived just down the road from me, so it was all very quick and easy."*

Guy, Birmingham