

LOCAL MARKET

IT'S THE BIGGEST NEWS EVER TO
COME FROM EBAY MOTORS.

LOCAL MARKET CAN DELIVER MORE QUALIFIED LOCAL BUYERS TO YOUR DEALERSHIP.

eBay Motors is a great way to reach buyers all across the country. After all, a vehicle sells every 60 seconds. In fact, over two million vehicles have already sold on eBay Motors.*

And now you'll also be able to sell on eBay Motors with a handshake, because our new Local Market tool will bring more local buyers directly to your dealership. And these buyers aren't your garden-variety tire kickers. They're an active community of 100 million-plus loyal eBay buyers looking for your late model vehicles. They simply search online by zip code and then come to you to close the deal either online or in person.



LOCAL MARKET IS EASY TO USE.

Local Market gives you an entirely new way to sell, without changing how you normally do business. It doesn't get much easier than that. Our Best Offer format allows you to agree to a price with a potential buyer before the listing is over.

Local Market requires the support of a Preferred Solution Provider** (PSP) who will do all the heavy lifting for you. These PSPs automatically upload and update all your listings, and many provide additional services such as real-time inventory integration to your existing website, descriptive used-vehicle window stickers, and video technology.



*Based on eBay Motors internal date.

LOCAL MARKET PROVIDES COST EFFECTIVE SALES AND LEAD GENERATION.

Now you can list your entire lot on eBay Motors. Whether you have 3 vehicles or 300, buyers within 100 miles of your dealership can see your entire inventory online. You will pay one flat eBay Motors subscription fee and will use a Preferred Solution Provider.** There are no long-term commitments or insertion fees with Local Market.**



SELL ACROSS THE COUNTRY AND ACROSS TOWN.

eBay Motors is known as the best way to sell unique or hard-to-sell vehicles to buyers across the nation. Now, with Local Market, it's a great way to sell late model vehicles to buyers in your backyard. Here's how eBay Motors' national offering compares with Local Market:

NATIONAL VS. LOCAL COMPARISON

	NATIONAL LISTINGS	LOCAL MARKET LISTINGS
Exposure	Across the country	100-mile radius from the dealer
Ideal inventory	Older, more unique cars	Late model everyday vehicles
Format	Auction, Buy It Now and Best Offer	Best Offer only
Price	Monthly subscription fee: None Insertion fee (per VIN): \$40 Transaction services fee: \$50 Feature Fees: \$0-\$99	Monthly subscription fee: \$1,000 Insertion fee (per VIN): \$0 Transaction services fee: \$50 Feature Fees: None

**Special notes on Local Market subscriptions:

Participation in the Local Market program requires that you work with a Preferred Solution Provider offering bulk upload and other productivity tools. Fees will apply and will vary according to the Preferred Solution Provider and service you choose.

A \$50 online transaction service fee will apply to each vehicle sold online through eBay Motors.

The Local Market subscription also includes a free subscription for a featured tier eBay Store. If you do not already have an eBay Store then one will be created during this process.

eBay will provide you with a toll-free telephone number at no charge and associated services for use in your local market listings during your subscription to Local Market.

THE #1 AUTOMOTIVE WEBSITE

WITH **LOCAL MARKET**, EBAY MOTORS WILL CONTINUE TO GROW.

eBay Motors is already the #1 Automotive Website with over 12 million unique visitors every month. That's more than AutoTrader, Cars.com and Yahoo! Autos combined! And the typical visitor to eBay Motors stays on three times longer than on any other site.

NIELSEN//NETRATINGS FOR AUTOMOTIVE WEBSITES¹

BRAND OR CHANNEL	UNIQUE AUDIENCE	TIME PER PERSON	WEB PAGES PER PERSON
eBay Motors	12,289	42m 49s	71
AOL Auto	4,576	6m 7s	6
Kelley Blue Book	4,438	10m 51s	26
Edmunds.com	3,826	11m 4s	29
MSN Autos	3,698	7m 53s	11
AutoTrader.com	3,216	15m 8s	34
Yahoo! Autos	3,117	12m 6s	33
Cars.com	2,181	7m 46s	16
Autobytel Netowrk	2,074	3m 15s	7
CarsDirect	1,827	2m 56s	6

¹Nielsen/NetRatings October 2006

Call 1-877-322-9879 to get started today!

