

AUTOMOTIVE

Classic Trader's luxury automotive inventory caps \$1B in value

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Porsche 911 Impact Bumper on Classic Trader

By DANNY PARISI

Classic Trader, a European digital marketplace for classic and luxury automobiles, has announced that its total inventory is worth more than 1 billion euros, or \$1.06 billion at current exchange rates.

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Of the top manufacturers, luxury automakers such as Porsche are heavily represented. This datapoint suggests that the market for luxury vehicles in Europe is going strong and is worth interest from luxury brands looking to market there.

"In two years, Classic Trader has become the market-leading site for buyers and sellers of classic cars across Europe," said Kaspar Kunz, sales and country manager of the United Kingdom branch of **Classic Trader**, London.

Classic luxury

The market for luxury automobiles in Europe has always been strong. From collectors looking for classic cars to add to their fleets to wealthy hobbyists looking to add one or two statement cars to their garage, European buyers have made the continent a center of high-end vehicles.

One of the beneficiaries of this interest is Classic Trader, one of Europe's biggest online traders of classic and luxury vehicles.

The company boasts a large collection of classic cars and now that collection has reached a new milestone. The site's total collection of cars is worth more than 1 billion euros, or about \$1.06 billion at current rates.

With the insight provided from this wealth of data, Classic Trader has published their list of the top 10 luxury cars based on number of listings on the site.

Porsche dominates the list, as four different 911 models are listed among the top 10. The Porsche Impact Bumper 911 is the current highest seller on the site with an average price of 65,000 euros, or \$69,000 at current exchange.

CLASSIC TRADER			
RANKING	MAKE and MODEL	AVERAGE ASKING PRICE	
1	Porsche 911 Impact Bumper	€55,500	
2	Porsche 911 Pre-impact Bumper	€98,100	
3	Mercedes-Benz SL-Class R 107	€24,700	
4	Porsche 911 964	€62,300	
5	FIAT 500	€9,800	
6	Mercedes-Benz SL-Class W113	€83,600	
7	Alfa Romeo Giulia	€30,700	
8	Porsche 911 993	€81,900	
9	Mercedes-Benz SL-Class R 129	€19,900	
10	Jaguar E-Type Series I	€139,100	

www.CLASSIC-TRADER.com

Infographic provided by Classic Trader

The next biggest contender in the top 10 is Mercedes with three models appearing. The rest of the list is rounded out by Fiat, Alfa Romeo and Jaguar with one model each.

These 10 models alone make up almost 12 percent of all revenue generated by the site. Altogether, they make up about 118 million euros, or approximately \$125.6 million at current exchange rates.

This gives a good gauge for what manufacturers are currently drawing the most attention from the kinds of car aficionados that luxury brands love.

European market

While Classic Trader is currently sitting at the top of the market for online European car marketplaces, it is not the only name in the field.

Time Inc.'s The Drive recently took a step from editorial to commerce thanks to a new shopping resource and platform that gives customers access to purchasing information and cars from a number of luxury brands.

Dubbed SHOP, the platform was developed in collaboration with Detroit Trading. With this move, The Drive is joining a rising trend of editorial publications dipping their toes into commercial transactions in addition to media ([see story](#)).



The Drive's SHOP platform

But recent turmoil in the European Union has also had an effect on the international luxury market, specifically as it pertains to Brexit. While the full terms of Brexit are not fully set yet, auto manufacturers are concerned about the potential damage it could cause.

The Society of Motor Manufacturers and Traders issued a statement calling for the U.K. government to come up with a plan to safeguard the country's auto competitiveness. With Brexit now fully underway, U.K. luxury automotive brands will face fiercer competition from European counterparts ([see story](#)).

Whatever the outcome of Brexit may be, Classic Trader is poised to take advantage of the strong European market

for luxury vehicles.

"In this enviable position, we are able to provide insight to consumers on what models and makes are currently most popular," Classic Trader's Mr. Kunz said.

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