

AUTOMOTIVE

EBay Motors proves useful tool for luxury auto enthusiasts

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Ebay recently held its inaugural New York Auto Parts Show where car enthusiasts were invited to discuss crafting their dream cars. Image courtesy of eBay

By KATIE TAMOLA

Online retail platform eBay's motor vertical is propelling towards the luxury space, with offerings and events that highlight just how far certain vehicles can go.

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Not only does eBay Motors have a wide range of external, internal, lighting parts, steering and suspension pieces and more that can be used for vehicles, but consumers can also use the platform to buy luxury vehicles from coveted brands including Tesla, Lamborghini and Cadillac. The platform recently held its inaugural New York Auto Parts Show which showcased re-concept cars from renowned auto builders and American actress Sydney Sweeney.

"Motors is often synonymous with luxury, from supercars and sports cars to carefully restored classics whose values have skyrocketed in recent years," said Ron Jaiven, general manager of parts and accessories at **eBay Motors**, San Francisco.

"For more than two decades, eBay Motors has been the premiere destination for auto lovers to find their dream ride and all the parts and accessories they need to make it their own," he said. "Right now, shoppers can find a nostalgic 1956 Porsche 356 speedster, 2022 Lamborghini Urus, and a vintage 1970 Ford Bronco on the marketplace, and that's just a snapshot of the breadth of inventory available."

A luxury bid

In 1995, a French-born American man named Pierre Omidyar launched AuctionWeb, which would later become known as eBay. According to **Statista**, eBay boasted 159 million buyers in 2021.

Although eBay has become a renowned institution for bidding and selling apparel and watches, many are excitedly learning about the platform's vast automotive offerings.



A 2015 Lamborghini Hurcan LP 610-4 currently on sale on eBay for \$254,999. Image credit: eBay

Current auctions on eBay Motors include a 2022 Lamborghini Urus Pearl Capsule, a 2015 Lamborghini Hurcan LP 610-4, a 2022 Tesla Model S Plaid, 2022 Tesla Model Y Long Range and a 2020 Audi S3.

Auto enthusiasts looking for something a bit more vintage will be delighted to find current listings of a 1972 Cadillac Coupe DeVille, a 1967 Cadillac DeVille, a 1985 Cadillac Eldorado Convertible, a 1993 Land Rover Range Rover and a 1979 Bentley T2.

There is even a 1929 Rolls-Royce Springfield Phantom I available for purchase.

With such a wide range of inventory, eBay is clearly meeting high demand.

The platform recently found that motor parts and accessories generate more than \$108 billion in annual gross merchandise volume and one out of every three eBay shoppers buys parts and accessories.



"Euphoria" and "White Lotus" star Ms. Sweeney stood next to the Ford Bronco she rebuilt. Image courtesy: eBay

With chip shortages ([see story](#)) and other challenges facing the auto industry, eBay excitedly positions itself as a reliable purveyor of all things cars.

The platform's inaugural auto show on April 14 featured several "Re-Concept cars" crafted by auto experts who explained to consumers how to build, fix or maintain their ideal vehicle.

"Euphoria" and "White Lotus" star Ms. Sweeney stood next to the Ford Bronco she rebuilt, explaining how eBay is her first stop for rare parts needed for her car-rebuilding habit.

With its countless offerings and immersive in-person offerings, eBay's engines continue revving.

One-stop shop

Whether showcasing a vintage car or a sought-after ball gown, eBay has become a platform with a palpably strong luxury presence.

Last November, eBay launched its first luxury handbag archive auction, catering to consumers hoping to secure some holiday finds.

The auction, which ran through Nov. 20, included rare and limited-edition pieces from brands including Chanel, Louis Vuitton and Herms. All goods were verified by eBay's authenticity guarantee service, reflecting growing interest in secondhand luxury ([see story](#)).

Last April, eBay hoped to attract more watch-loving affluents with a new escrow option.

Buyers and sellers are given this added convenience through Escrow.com, which holds the funds securely until the transaction is complete, ultimately providing an additional level of protection. Escrow is now available to those buying and selling luxury watches over \$10,000 on eBay, making the process even more secure and enticing for consumers ([see story](#)).

"Enthusiast communities know that eBay is where it's at for both new and preowned goods, especially when it comes to ultra-rare, collectible or discontinued items," said Mr. Jaiven.

"This is doubly true for Motors in today's industry landscape, as parts, accessories and vehicles are harder to get than ever before," he said. "Our breadth of inventory is what sets us apart; we're the only marketplace where you can get an IWC watch, a Mercedes C3 AMG, and an accompanying IWC in-car clock to match. "

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