

www.classicdriver.com

“If you’re serious about selling prestige and classic cars, then you have to be on the web - and this is clearly the best in Europe”

Classic Driver was created in 1998 and has been enjoying year-on growth in visitors, subscribers to its weekly magazine ‘ClassicInside’, numbers of advertising dealers, dealer revenue – and number of cars sold.

Through a carefully planned, European-wide, advertising campaign Classic Driver has become the favourite site for many serious car-collectors worldwide. New cars, old cars, racing and competition; the mix is designed to appeal across the board.

“Of course I look at Classic Driver, I like cars!” – A well-known car enthusiast and historic racer whose stable includes McLaren F1, Ferrari Enzo and Ferrari 599GTB.

“I’d like to sign on to advertise for another 3 months, great response to your article, and all around feeling a great benefit to advertise on your site” – David Gizzi, Euro-Classics USA

“I usually enjoy your newsletters but I found last Friday’s particularly interesting, mostly, I have to confess, because of your comments about the 250GT SWB that I was driving...” – A UK historic racer



European Website

With offices in the UK, Germany (Hamburg), and France (Paris), and a four-language site, (English, German, French and Italian), Classic Driver is a genuinely international company showcasing your cars to wealthy clients the world over.

On a typical day in 2006 Classic Driver will receive 25,000+ visitors. Compare that to a typical classic and prestige car specialist with an established website – he would probably do well to receive 100 – 150 daily. Unique visitors – the industry-standard – are over 100,000 a week.

When the weekly newsletter ‘Classic Inside’ is distributed on Fridays the visitor total swells to an amazing 40,000+, and we frequently have over 1,500 online at any one time.

Technical tour-de-force

Aston Martin Vanquish 2+0

sequential gearbox / touchtronic, leather, navigation system, Xenon lights, full history, abs, immobiliser, esp, electric windows, alloy wheels, central locking system, cruise control, automatic air

colour	Meteor Grey
interior colour	Black Leather
drive	RHD
type	Coupe
fuel type	Petrol
year	12/2001
mileage	30,578 km / 19,000 mi
price	79,950 GBP
country	United Kingdom



Contact the seller

Name

E-mail

Phone

Comments

→ print this info
→ tell a friend

Straight8
INTERNATIONAL
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Home <http://www.straight8.com>
Phone +44 (0)208 743 1599
Fax +44 (0)208 743 9496
E-mail sales@straight8.com

→ see complete stock from this dealer

- Please tell the seller you saw this car on Classic Driver -

Classic Driver enjoys one of the finest technical platforms in the world.

Designed regardless of cost, the 'Cars for Sale' stock programme features multi-currency conversion, print function of total stocklist as well as individual cars, 4 photos in 2 sizes plus thumbnail, individual car statistics, translatable standard extras, 'request' and 'tell-a-friend' function.

Dependent on contract and marque, dealer stock can also be included on third party co-operation sites such as **www.amoc.org** – the worldwide Aston Martin Owners Club site, **www.historicmotorracingnews.com** – the website for Carol Spagg's Historic Motor Racing News magazine, and **www.rrec.de** – the German Rolls-Royce Enthusiasts Club website.

All dealer stocklists, and individual car details, include company logo as well as full address, email and website details. Full statistical reporting will show number of car view, stock views, and refers to your site.

The optional SMS function can be set up to give alerts to individual members of your staff by marque.

Making your website more successful

No one will dispute the internet is here to stay, and that any dealer worth his salt must have a professional website. Most dealers with established sites will know the rising level of enquiries off the web, but in the premium market how do you build on that to extend your presence to a wider audience?

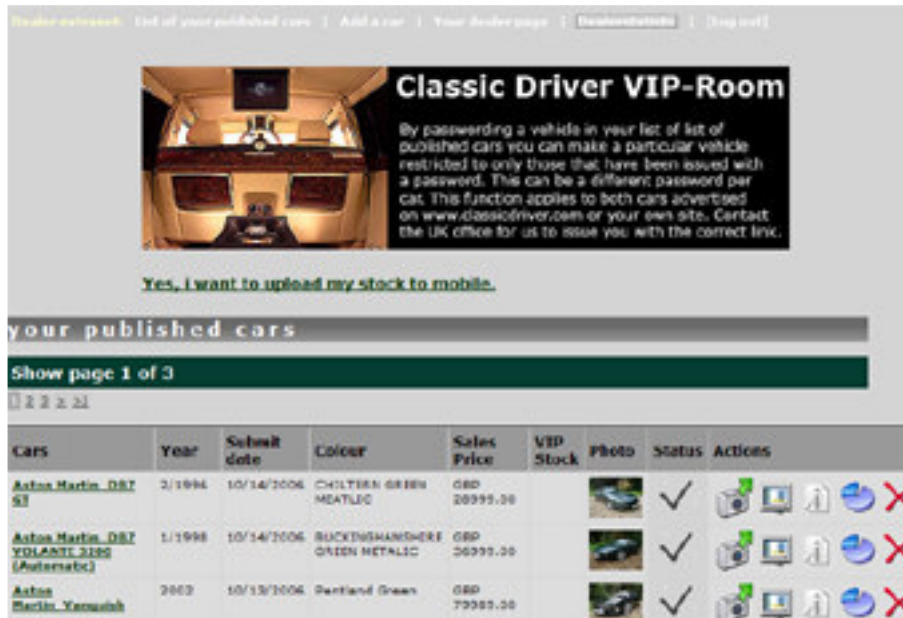
By advertising on Classic Driver.

Classic Driver added 68,000 car views to one UK dealer's site's total of 142,000 – an increase of 48%. In that same period of time the dealer's entire stock listing was viewed 11,300 times on Classic Driver (3,500 printed), with 12,500 refers to his website. His stock was also recommended by one collector to another 1,200 times.

Powerful figures which confirm the value of Classic Driver - as well as showing the level of statistical reporting available to participating dealers.

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Easy uploading of cars and photos



The screenshot shows the Classic Driver extranet interface. At the top, there is a navigation bar with links: 'Dealer extranet', 'End of your published cars', 'Add a car', 'Your Dealer page', 'Feedback', and 'Log out'. Below this is a 'Classic Driver VIP-Room' section with an image of a car interior and text explaining the passworded access feature. A link 'Yes, I want to upload my stock to mobile.' is visible. Below the VIP-Room is a section titled 'your published cars' with a 'Show page 1 of 3' indicator and a pagination control. A table of published cars is shown below:

Cars	Year	Submit date	Colour	Sales Price	VIP Stock	Photo	Status	Actions
Aston Martin DBT SL	2/1994	10/14/2006	CHILTERN GREEN METALIC	GBP 20995.00			✓	
Aston Martin DBT VOLANT 3190 (Automatic)	1/1998	10/14/2006	BUCKINGHAMSHIRE GREEN METALIC	GBP 20995.00			✓	
Aston Martin Vantage	2002	10/13/2006	Pantland Green	GBP 79995.00			✓	

All stock is simply uploaded via a passworded extranet site, using standard 4x3 format photos from your digital camera. With no manual reprocessing the cars will appear instantly on www.classicdriver.com 24 hours a day, 7 days a week and can be replaced and upgraded if required.

Our new 'one-touch' system now means cars can be taken off- and made on-line by the click of a mouse – you do not need to delete or re-load the car details and photos.

Using the Classic Driver Stock System on your site

Many dealers are now using the Classic Driver stock system as a 'plug-in' on their own site. Simply speaking, the Classic Driver technical team will (Free of charge) create a page that fits the size, layout and look of your own site - but includes the data you have entered via the simple-to-use Classic Driver extranet. So you only have to upload data **ONCE** – and no longer need an expensive maintenance contract with a third party web designer. We'll even upload it for you on to your own site and can export the data to other database-driven sites at small additional cost.

And you can also take advantage of our unique 'VIP' passworded access area for cars to be kept out of the public domain. Your data can also be exported to mobile.de for a small extra charge.

A growing marketplace

Classic Driver only accepts paying advertising. We now have over 150 dealers worldwide who are regular subscribers to the service. Dealers such as Cars International, Bramley, Duncan Hamilton Ltd, Stratton Motor Company, Straight Eight, Avro Motor Cars, Nicholas Mee & Co, Gregor Fisker, The Chelsea Workshop, JCT600, Hillier Hill, Hanwell Cars and Joe Macari in the UK. Or Auto-Performance in Paris and Autosport Designs, Aston Martin New England and Fantasy Junction in the USA

Contact us now to take advantage of the best classic and prestige internet site in the world