

eBay Motors Fast Facts¹ (Q4 2011)

- Founded in September of 1995, eBay is a global online marketplace where practically anyone can trade practically anything
- In Q4-11, eBay Marketplaces reported **100 million** active users worldwide
- In Q4-11, the worldwide Gross Merchandise Volume (GMV)⁴ for the Motors category was **\$3.4 billion**

Motors Category

	Vehicles	Parts & Accessories
GMV	In Q4-11, the worldwide Gross Merchandise Volume for the Vehicles category was approximately \$1.9 billion	In Q4-11, the worldwide Gross Merchandise Volume for the Parts & Accessories category was approximately \$1.5 billion
Velocity Statistics	In Q4-11, on eBay Motors: <ul style="list-style-type: none"> ▪ A Ford Mustang sold every 51 minutes ▪ A classic car (20 years and older) sold every 5 minutes ▪ A motorcycle sold every 8 minutes ▪ A Honda motorcycle sold every 38 minutes ▪ A Yamaha motorcycle sold every 75 minutes ▪ A Harley-Davidson motorcycle sold every 35 minutes ▪ An ATV sold every 48 minutes ▪ An RV or camper sold every 38 minutes ▪ A boat sold every 25 minutes 	In Q4-11, on eBay Motors: <ul style="list-style-type: none"> ▪ A motorcycle part sold every 5 seconds ▪ An engine or component sold every 34 seconds ▪ A wheel or tire part sold every 17 seconds ▪ A snowmobile, ATV, or personal watercraft part or accessory sold every 15 seconds
Other	<ul style="list-style-type: none"> ▪ More than 4.48 million passenger vehicles have been sold to date on eBay Motors ▪ In Q4-11, 75 percent of vehicles sold on eBay Motors were interstate transactions, where the vehicles were delivered to buyers outside the state of the sellers 	<ul style="list-style-type: none"> ▪ More than 22.8 million parts and accessories are available on eBay Motors at any given time³ ▪ More than 245 million parts and accessories transactions to date have taken place on eBay Motors

¹Unless otherwise noted, all data points are U.S. figures

²Previously reported Nielsen figures, most visited motors site online

³Includes store listings

⁴Total value of all successfully closed items between users on eBay Marketplaces trading platforms during the quarter, regardless of whether the buyer and seller actually consummated the transaction.