

A hammer blow for BCA classic auctions



British Car Auctions has sensationally pulled the plug on its high brow classic car division after some disappointing sales during the latter part of '08.

Launched last year the dedicated division was a welcome addition to the normal classic auction outlets. But due to what many feel were average cars being pedalled for unrealistic prices, BCA saw some disappointing returns, especially at the last venue in early December.

Instead BCA will take classics on the road and incorporate them in its select Top Car and Executive sales at the company's Blackbushe, Nottingham, Measham, Brighouse and the newly launched Bedford sites. BCA adds that a special mailing list and website will be incorporated at auction venues mentioning the classics available.

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Classics from BCA goes nationwide

BCA has announced major changes to how it will sell classic and vintage cars for 2009 going forward. Sales will be more frequent and managed locally around the BCA network, with vehicles marketed online via the BCA website. Fees will be lowered for both buyers and sellers. As a result, BCA has closed the existing Classics from BCA department with the potential loss of three positions.

Simon Henstock, BCA director responsible for classic sales commented, "For a number of years, BCA has staged classic sales on a two-monthly basis at a limited number of locations, generally in the south and south-west. Over time this has proved less than satisfactory, generating long lead times for customers with vehicles to sell and making access difficult for many buyers in other parts of the country."

"In future, BCA will sell classics in conjunction with Top Car and Executive sales at Blackbushe, Bedford, Measham, Nottingham and Brighouse. There will be a simplified and reduced fees for sellers, and buyers will pay the standard BCA buyers fee, which is much lower compared to every other classic auctioneers published rates."

Henstock continued "Vehicles will be promoted via the Classics from BCA website which will be regularly updated with the latest vehicles entered for sale. Potential buyers can join the Classics from BCA mailing list to be advised of the latest cars that are available for sale. The website will also be the first point of call for sellers, who can download an entry form and find details of entering a vehicle for sale."

"We are looking at integrating classic car sales into our Live Online sales programme which means MyBCA customers can join in from their PC or laptop," he added. "This will give sellers access to even more potential buyers with BCA's active online buyer community."

Henstock concluded "Our aim is to make the service more flexible and efficient for classic owners wishing to sell their car and to offer classic vehicles more regularly around our network."

This is a copy of a notice posted on the BCA website
www.british-car-auctions.co.uk/Default.aspx?page=10919