


eBay Motors Fast Facts At-A-Glance* (as of September 30, 2009)

- Founded in September of 1995, eBay is a global online marketplace where practically anyone can trade practically anything
- In **Q3-09**, eBay Marketplaces reported **89 million** active users worldwide
- eBay Motors is consistently ranked the **No. 1** automotive site on the Web according to Nielsen//NetRatings (September 2009)
 - **22%** of all online automotive minutes are spent on eBay Motors
 - Approximately **10.2 million unique** visitors per month come to eBay Motors
- In **Q3-09**, the worldwide annualized gross merchandise volume (GMV) for the Motors category was **\$14.5 billion**

Motors Category

	Vehicles	Parts & Accessories	MPSOV
GMV	In Q3-09 , the worldwide annualized Gross Merchandise Volume for the Vehicles category was approximately \$ 9.6 billion	In Q3-09 , the worldwide annualized Gross Merchandise Volume for the Parts & Accessories category was approximately \$ 4.9 billion	N/A
Velocity Statistics	In Q3-09 , on eBay Motors: <ul style="list-style-type: none"> ▪ A passenger vehicle sold every minute ▪ A Ford Mustang sold every 38 minutes ▪ A Chevrolet Corvette sold every 58 minutes ▪ A classic car (20 years and older) sold every 9 minutes 	In Q3-09 , on eBay Motors: <ul style="list-style-type: none"> ▪ A part or accessory sold every second ▪ A motorcycle part sold every 5 seconds ▪ An engine or component sold every 43 seconds ▪ A wheel or tire part sold every 27 seconds ▪ A snowmobile, ATV, or personal watercraft part or accessory sold every 22 seconds 	In Q3-09 , on eBay Motors: <ul style="list-style-type: none"> ▪ A motorcycle sold every 5 minutes ▪ A Honda motorcycle sold every 20 minutes ▪ A Yamaha motorcycle sold every 39 minutes ▪ A Harley-Davidson motorcycle sold every 25 minutes ▪ A Suzuki motorcycle sold every 56 minutes ▪ A Kawasaki motorcycle sold every 48 minutes ▪ An ATV sold every 24 minutes ▪ An RV or camper sold every 23 minutes ▪ A boat sold every 12 minutes
Other	<ul style="list-style-type: none"> ▪ More than 3.5 million passenger vehicles have been sold to date on eBay Motors ▪ In Q3-09, 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 9.8 million parts and accessories are available on eBay Motors at any given time** ▪ More than 163 million parts and accessories transactions to date have taken place on eBay Motors 	

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

**Includes Store listings