

SEVEN82MOTORS

CLASSICS, LOWRIDERS & MUSCLE CARS

Sell Your Car



SEVEN82MOTORS Classics, Lowriders & Muscle Cars specialises in Australian and American classic cars sales within a purpose-built state-of-the-art facility across a sprawling 2600sqm on the beautiful Gold Coast. The ultimate stage and experience for buyers, sellers and enthusiasts. There is absolutely nothing else like it in the Southern Hemisphere and owner Ben Atkinson takes much pride in his visionary approach that has more than set the bar for this market.

With his years of travelling to the USA to purchase vehicles, he knows how important it is to be provided with comprehensive clarity and honesty around vehicles prior to seeing them in person. Atkinson has established connections in the American and Australian classic car market, thus a database of buyers along with his social media audience ready to purchase.

SEVEN82MOTORS provides a unique marketing & sales service for individuals wanting to sell their vehicle without the headache of advertising privately. Furthermore, if you sell with us, you are raising the profile of your car to a level only SEVEN82MOTORS can achieve.

THE PROCESS

Owner, Ben Atkinson and his dedicated team of knowledgeable and experienced staff are here to assist you in catering for your specific needs. You could say we are a 'one stop shop' in terms of preparing, marketing and selling of your vehicle.

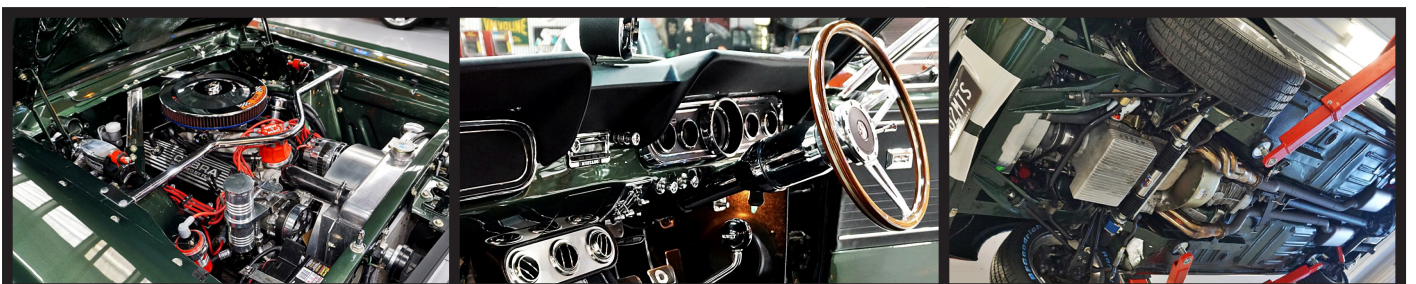


INSPECTION

Whilst the vehicles sold are at Ben's discretion, we welcome a wide array of American and Australian classics, muscle, hot rods and custom builds from 1920's through to 1970's with odd exception if we believe it's a star in its own right! We have a full functioning workshop here where we inspect all vehicles as part of the consignment process.

If you are submitting your car details through the online

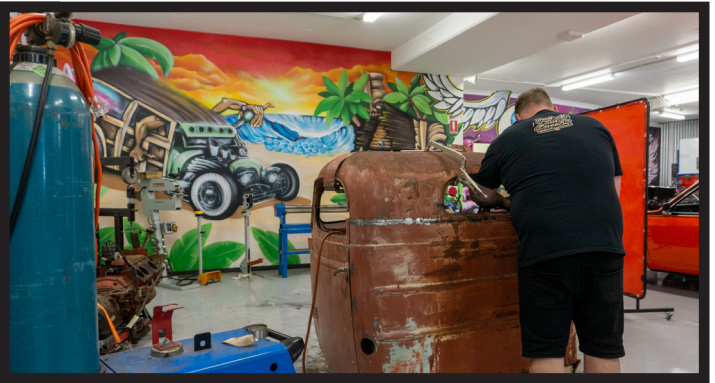
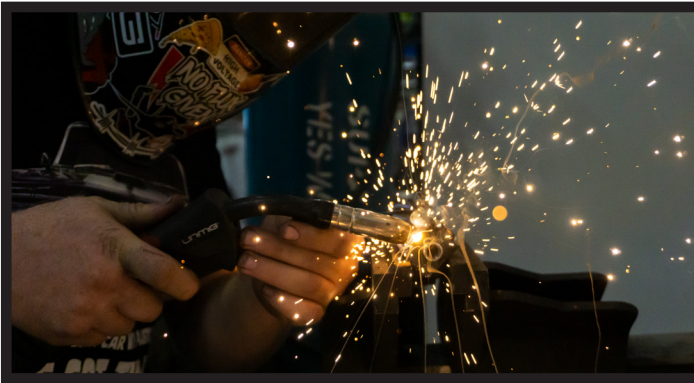
form, please note we need to see clear exterior shots, interior, engine bay and boot shots and as much detail as possible to get a gauge of the vehicles condition and to expedite the process. We also travel throughout South East Queensland regularly doing inspections for genuine sellers. These trips are scheduled after each auction so please enquire for upcoming travel dates.



WORKSHOP

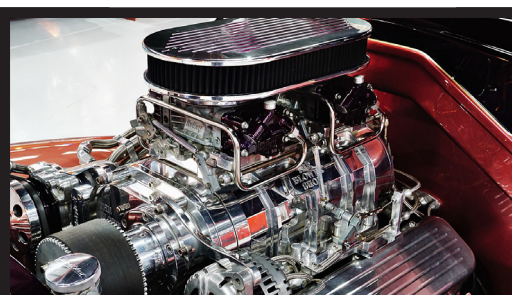
SEVEN82MOTORS has a large workshop where we have five qualified mechanics who are typically working on ground up restorations. They are well versed in the classic, muscle and custom car scene and can provide

anything from a pre-sale service to fixing those few things you've never managed to get to. Rest assured we can help you get your car to showroom standard.



THE DETAIL IS IN THE DETAILING

You are more than welcome to bring a perfectly polished car to us but what many sellers are blown away by is our intensive level of detailing and presentation of their car. Our standard of presentation sets us apart from the rest. We only use 'Bowden's Own' car care products – a Queensland based company with a reputation outstripping the competition. Their brand mirrors ours – and the achievable finish from leather trim to chrome and steel is something we've found incomparable. Our detailers here spend the time necessary to get your vehicle perfectly presentable before it's photoshoot. Our detailing price is based on what we are presented with.



BEHIND THE LENS

SEVEN82MOTORS have an in-house production facility where we shoot photos and video and edit them into polished content for our large online following and website. There is anywhere between 50-100 photos of your vehicle posted on our website to ensure every angle including hoist shots are showing your car in full detail. This is to assist any buyer to make a sound decision on their purchase. If you haven't seen our socials, do check them out so you can establish an idea of the calibre of content presented.

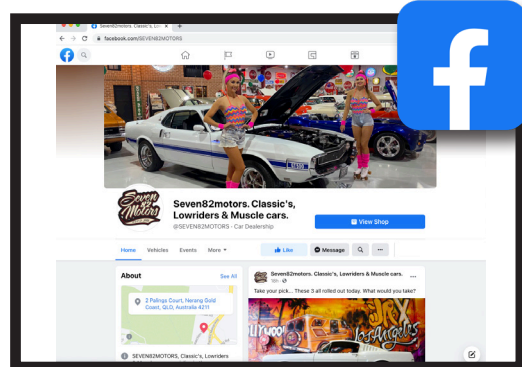
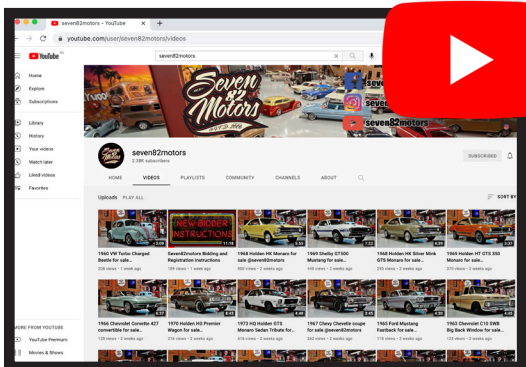
You'd be hard pressed to find a more visually stimulating facility to photograph and market your classic than here. The polished epoxy floors, hand-built brick walls housing sought-after and rare petroliana, neon signs and plenty of retro and vintage collectibles and memorabilia is all here to complement our auction stock. Forget the old warehouse or plain white walls – this place needs to be seen to fully appreciate how much attention and thought has gone into creating this vision.



ONLINE AND PRINT MARKETING

There is no expense spared when it comes to marketing your vehicle. Thousands of dollars are invested into boosting social campaigns via our social media platforms, eDM subscribers and our external advertisers. We have amassed almost a cult following online due to the aforementioned factors.

Everyone knows our owner is as genuine and passionate as they come and the calibre of imagery and promotional activity around each vehicle showcases them to the following growing audiences. Follow our social channels to explore further what we are about.



EXTERNAL MARKETING

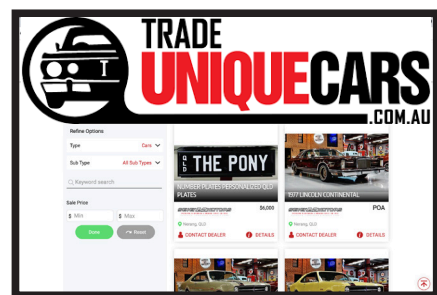
Our marketing spend is pushed via trustworthy, mainstream and professional classic car sale sites. Our campaigns (banners/articles/car listings) run on **JUST CARS** website and socials with fantastic results.

TRADE UNIQUE CARS is another successful platform for the targeted exposure of your vehicle. Like Just Cars, their social media and digital reach ensures your vehicle is seen by the right people across Australia and beyond.

For more information regarding marketing insights, feel free to contact us for previous digital auction campaign insights.



A Facebook audience of over 250,000 ensures a broader reach with our listings.



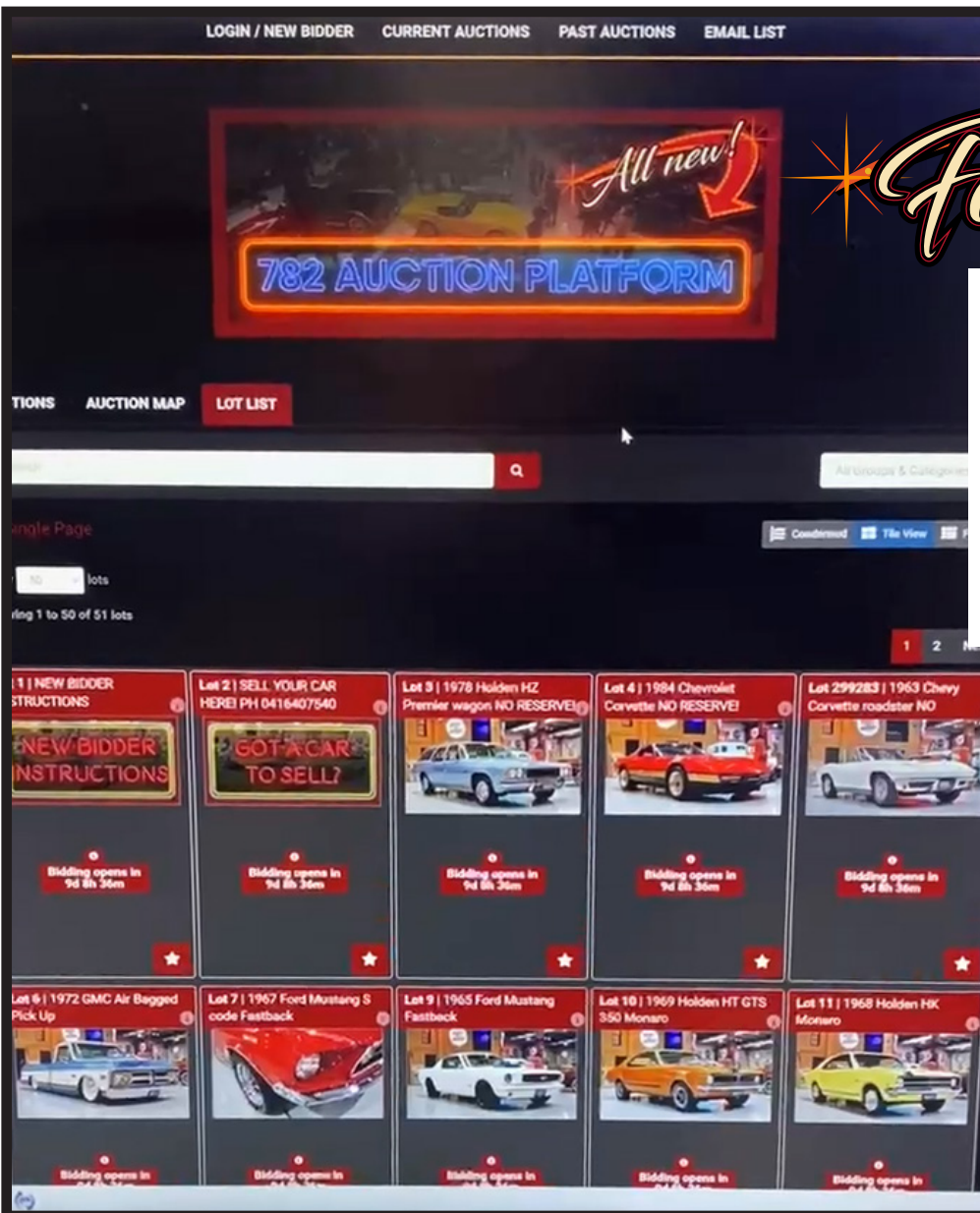
HAMMER TIME



Whilst our premises here in Nerang is set up as an in-house auction facility, we have re-configured our approach to cater for the pandemic-related restrictions and the flexibility online auctions provide. Our online auction platform has ensured the best possible outcome for all involved including an exhilarating method to purchase a car no matter where in the world our buyers are based! It's not uncommon to have repeat purchasers

and sellers, some purchasing more than one car in any one auction.

We currently hold these auctions every six weeks and the auction is live for seven days. The bidding process is similar to most online auction platform functionality. What is not similar is the fact SEVEN82MOTORS provide a bespoke platform with a very unique array of vehicles both sellers and buyers can trust to keep coming back to. For more information around our registration and bidding process, please check out our helpful YouTube tutorial by scanning the QR code below.



OPEN DAYS

Many wonder why our incredible premises are gated up like Alcatraz. Not only do we pride ourselves in our high-end security (peace of mind for all vehicle consignors), but we often get people desperate to see the premises, not just what's for sale.

Ben Atkinson is a big kid and has essentially lined the walls with various collectibles he has amassed over the years during his countless USA trips. Most collections of this scale are privately held but Atkinson wants to share his passion with everyone, hence why you'll never find anything like it here or overseas. His generosity extends to these open days being free entry!

Our open days are an incredible opportunity for the

general public to walk through our doors and marvel at the wall-to-wall of exquisite collectibles and of course physically check out their desired vehicle(s) they're planning on bidding on.

They're held during the auction week – a late night Thursday, the main open day on Saturday and a last minute Monday the day of auction close.

As we don't do things by halves, expect everything to be considered – it's an experience in itself. There's an onsite coffee van, DJ, onsite old school cut-throat barber, roller girls, merchandise for sale, workshop tours and our knowledgeable staff on hand to assist keen buyers with all the curly questions.



HANDOVER

Ultimately we endeavour to showcase your car in an environment like no one else can and it doesn't stop when the hammer drops. Prior to handing over the keys, cars are sent off with a care pack for the new owner containing car care products, merchandise and paperwork all presented in a custom SEVEN82MOTORS box. We aim for the most authentic and generous experience for everyone.

As some of our buyers live all across the country and

world, they bid sight unseen – and can do so with confidence on the back of our reputation, full disclosure and marketing techniques.

We take care of every aspect of the sale of your vehicle – valuation, detailing, mechanical, marketing, sale and delivery. Yes, we can assist with national and international freight. All with no upfront costs!

Call Ben Atkinson now on 0416407540
or email ben@seven82motors.com.au

