

Press release

Zurich, 5th September 2024

AutoScout24 launches the new C2B platform AutoScout24 Direct

AutoScout24, Switzerland's popular online vehicle marketplace, has launched a new C2B (consumer to business) platform together with CARAUKTION.

The service, which was launched on 21 August 2024, enables private individuals to sell their vehicle to a professional dealer network throughout Switzerland with just a few clicks. It sets new standards in digital car sales and offers benefits for both private customers and dealers. The partnership between AutoScout24 and CARAUKTION strengthens Switzerland's automotive retail sector and takes the C2B market to a new digital level.

Efficient sales process for private customers

The process is simple: users enter the most important vehicle details about their vehicle on AutoScout24 and upload photos with just a few clicks. The system immediately provides a realistic estimate of the vehicle's value – without any time-consuming appraisals or workshop visits. The listing can be viewed by registered dealers and the vehicle will be auctioned. At the end of the process, vehicle owners are shown the best offer and have 48 hours to accept and confirm it.

Benefits for dealers

Dealers benefit from a cost-effective way of expanding their vehicle inventory. Through direct access to private sellers, AutoScout24 Direct offers a quick and easy way of accessing unique vehicles. Accurate vehicle data and images simplify the purchase decision without the need for personal inspections. All professional dealers in Switzerland can take part in the auctions, thereby providing easy access to used cars.

Future of Switzerland's automotive retail sector

The first car sold through the new platform was a 2009 Toyota Hiace estate car. A dealer from French-speaking Switzerland purchased the vehicle from a private seller in German-speaking Switzerland for around 9'902 Swiss francs - a price that exceeded the seller's original expectations. This sale impressively demonstrates how the new service not only breaks down barriers between dealers and private individuals but also overcomes the "Röstigraben". "AutoScout24 and CARAUKTION are ideally positioned to digitise the C2B market in Switzerland. This means that even private sellers who are reluctant to use adverts can sell their vehicles easily", says Alberto Sanz de Lama, Managing Director of AutoScout24. While Giuseppe D'Angeli, CEO of CARAUKTION, adds: "This partnership allows us to revolutionise private vehicle sales in Switzerland. It's never been so easy to market a privately owned car to so many dealers across Switzerland while achieving the best price – all with minimal effort for the seller. Our intention is to open up a new source of vehicles for dealers without entering the end customer market ourselves".

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About SMG Swiss Marketplace Group AG

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.