ABSTRACT

MOTOR VEHICLE TRADING

There is disclosed a system which establishes sufficient trust in members of the buying public, that they are prepared to buy vehicles online. More specifically, the present invention relates to an evolutionary introduction of an online motor vehicle trading system. This evolutionary approach aims to put in place numerous elements which are essential to establish consumer confidence in the online system.

In a first phase, an intermediary service is offered to sellers and to corporate buyers; in a second phase, an intermediary service is offered to sellers and to corporate or private buyers, the private buyers being able to access the service only in corporate premises; and, in a third phase, an intermediary service is offered to sellers and to corporate or private buyers, the private buyers being unrestricted in their ability to access the service.

(Figure 1)