



Selling Guide

Why sell your car or motorcycle at The Classic?

- Silverstone Auctions are our long-term auction partner, and this will be their eleventh year at the event!
- Their two-day auction at The Classic is their flagship sale and is always one of their biggest ones - year after year.
- With a relevant audience in attendance, as well as a significant database which is equally appropriate, you can be sure your car will be seen by the right people.
- Silverstone Auctions offer buyers from all around the world the opportunity to participate, with bidding available not just in the room, but online, on the phone or via commission – so your vehicle has the chance to be sold to a global audience.
- The £250 +VAT entry fee will go towards photographing and promoting your entry – and Silverstone Auctions will manage all pre-sale enquiries on your car/motorcycle for you.
- Your entry will feature in their extensive marketing – from high profile magazines to significant social media channels and PR coverage.

How to sell your car with Silverstone Auctions:

Entries for The Classic are currently invited, this handy guide tells you all you need to know about selling with Silverstone Auctions:

- [Contact](#) Silverstone Auctions with some details about your car/motorcycles (make, model, year, mileage, and condition).
- If your vehicle is appropriate for the sale, there will be a follow-up conversation including a valuation. This is achieved with input from yourself and the valuation committee at Silverstone Auctions who have years of knowledge, experience, and latest market trends.
- Upon the agreement of the valuation and Terms & Conditions, your car is entered into the auction.
- Silverstone Auctions' in-house photographer will capture your classic with the images used to promote in the run up to the auction weekend.
- Promotion includes a place in the catalogue, PR coverage, magazines, social media, and third-party listings (subject to submission date).
- Throughout this process you liaise with one point of contact at Silverstone Auctions, this same specialist will get to know your vehicle so that they can manage any enquiries.
- On the auction weekend, the valeting team will keep your entry looking its best ready for any pre-sale viewings and inspections.