



The Penske Truck Leasing eBay Motors "store" offers financing options and the availability of extended warranty through National Truck Protection.



PENSKE TRUCK LEASING SELLS USED TRUCKS ON eBAY MOTORS

Penske Truck Leasing has expanded its reach with a new eBay Motors storefront, creating buzz with an innovative and entrepreneurial sales strategy expansion. *By Cheryl Knight*

A top commercial vehicle reseller, Penske Truck Leasing remarketed more than 23,000 used trucks, tractors, and trailers in 2008, primarily to wholesalers, original equipment manufacturers, and corporate fleets.

The company, which touts "quality, reliability, and convenience" as core objectives, has taken another giant step toward technological innovation: making available direct-to-consumer, used commercial truck sales through eBay Motors.

The announcement came in August as Penske Truck Leasing embarked on efforts to go above and beyond to provide customers with the highest quality used vehicles, according to company officials.

"Innovation and entrepreneurship are part of our DNA at Penske Truck Leasing," said Jack Mitchell, vice president—remarketing. "Leveraging this new sales channel and being among the first major truck leasing companies in our industry to bring used-truck sales direct

to the retail market via eBay Motors exemplifies this."

PENSKE'S eBAY MOTORS SITE OFFERS FULL RANGE OF VEHICLES

Through eBay Motors, Penske offers visitors the opportunity to bid on a full-range of vehicles, including light-, medium-, and heavy-duty trucks, utility trucks, buses, and sedans. Each vehicle meets Penske's standards for interior, exterior, and component quality, and also comes with a complete history of the vehicle's preventive maintenance schedule.

Penske's eBay Motors store also offers customers comprehensive financing options within a few business days — through a partnership with netLoan — and the option to add an extended warranty from National Truck Protection.

According to Mitchell, customers have responded well to Penske used trucks offered for sale on eBay Motors.

"The vehicles drawing the most interest on Penske's eBay Motors store through bids, page views, and sales,

are cube vans, box trucks, and panel vans. Specialized equipment, such as a Penske Racing motor coach, as well as utility vehicles and transit buses, has also drawn attention."

SMALL BUSINESSES MAKING MOST PURCHASES

While small businesses have constituted the bulk of purchases through Penske's eBay Motors store to date, Penske's offerings appeal to a wide market.

"The end-user is our target audience, and Penske has been successful in capturing their attention through our eBay Motors store," Mitchell said. "We have succeeded in opening a new sales channel and creating a new level of visibility for the sale of Penske used trucks. Offering Penske vehicles on eBay is part of a broader sales strategy, which includes PenskeUsedTrucks.com."

To visit Penske's eBay store, go to <http://stores.shop.ebay.com/Penske-Used-Trucks>. For a complete listing of used trucks for wholesale and retail purchase, visit www.PenskeUsedTrucks.com. **WT**