

9 TIPS FOR CREATING THE PERFECT VEHICLE SALES DESCRIPTION



Transparency and Details

A proper description is key to a successful vehicle sale on Classic Trader. No one knows your vehicle better than you. Help us find the right buyer and achieve the best possible selling price.

Please provide us with as much information as possible. Transparency is the key to success.

Below you will find a structured guide

These are the information and documents we need to create a comprehensive vehicle description.

1. **Basic vehicle information**
2. **Vehicle and ownership documents**
3. **Provenance and vehicle history**
4. **Historical significance**
5. **Repair and maintenance records**
6. **Description of the general vehicle condition**
7. **Historically relevant facts**
8. **Historical context**
9. **Submission of documents and information**

An example illustrates each of the requested elements.

Our editorial team is available to assist you in creating and translating the final description text – feel free to contact us.

Creating the optimal description text

1. Basic Vehicle Information

Brand, Model, Series

Provide the exact brand and model of your vehicle.

TIP

If you're not sure, take a look at available documents or invoices.

Year of Manufacture

The year of manufacture is essential for historical classification.

TIP

The year of first registration is not necessarily the year of manufacture. If you do not know the year of manufacture, use the first registration year and inform us.

Example

1969 Mercedes-Benz 280 SL – Series: W 113

Vehicle Identification Number (VIN)

This unique identification number is important for authenticating the documents. It is found in your documents and is always stamped on the chassis.

Example

113.044-12-003259



2. Vehicle and Ownership Documents

Vehicle registration certificate

These documents prove lawful ownership and, if applicable, the vehicle’s registration.

Registration documents and MOT certificates

Documentation of all previous owners and the registration history. Evidence of regular inspections and test reports documenting the technical condition and roadworthiness of the vehicle.

Manufacturer certificates

If available, so-called birth certificates or expert opinions from manufacturers that confirm the vehicle’s delivery condition.

Appraisals and short evaluations

Current appraisals from recognized experts and expert opinions on the condition and value of the vehicle.

Historical documents

Original documents such as manuals, sales documents, and certificates increase the value.

TIP

We would be happy to refer you to a qualified classic car expert in your region – just contact us.

3. Provenance and Vehicle History

Previous owners

If possible, provide detailed information about previous owners to document the vehicle's ownership history. This can be evidenced by entries in old registration documents or invoices.

Example

The first owner was a prominent businessman in southern Germany who ordered the car from the Mercedes-Benz dealership in Munich. The car was then sold to a private individual in Koblenz in 1974 before being purchased by my father in 1989.

4. Historical Significance

Any historical relevance of the vehicle is important, such as special uses or famous drivers.

Event participation

Information about participation in classic car races, exhibitions, or rallies. This includes awards and special recognitions.

Example

Multiple participations in the Mille Miglia and winner of the Concours d'Elegance Villa d'Este in 1999.



5. Repair and Maintenance Records

Repair receipts

Comprehensive documentation of all repairs performed, ideally with invoices and details of the work carried out.

Detailed maintenance, repair, and restoration history

Specifications and dates of all major work, such as engine overhauls, bodywork, or restorations. If the vehicle has been restored, detailed reports on the scope and quality of the work are valuable. Annual oil changes at the start of the season should also be included.

Example

Complete engine overhaul in 2015 by the specialized workshop John Doe, receipts are available.

6. Description of the General Vehicle Condition

Condition description

A detailed, as objective as possible, description of the current condition. This should include all parts of the vehicle, including the engine, transmission, body, interior, and electronics.

Example

The Mercedes-Benz 280 SL is in excellent condition, with a restored body and a like-new interior. The engine runs perfectly, and the transmission shifts smoothly.

Experience report

A subjective assessment of the visual and mechanical condition as well as a description of the driving characteristics. What does the car do well and what not so well? What personal driving experiences have you had?

Photo documentation

High-quality photos of the vehicle from different angles, including close-ups of special features and any defects. Please also note our 13 tips for car photography and minimum requirements.

Video recordings

Short videos showing the condition and functionality of the vehicle can also be helpful. Videos documenting a cold start or a walkthrough of the car in running condition are useful.



7. Historically Relevant Facts

Our editorial team has had the pleasure of getting to know many special vehicles over the past 10 years, but even our experts do not always match the experience of a long-time owner. Therefore, help us by sharing all historically relevant facts and features you know about.

Production numbers

Number of units produced of the model.

Example

A total of 23,885 units of the Mercedes-Benz 280 SL were produced from 1968 to 1971.

Designer

Name and background of the vehicle designer.

Example

The Mercedes-Benz 280 SL was designed by Paul Bracq.

Special features

Specific characteristics and technologies of the model that make it unique.

Racing successes

Historical racing successes and placements that made the model famous.

Relevant articles and books

Mentions in renowned publications and books documenting the vehicle's history and significance.

TIP

There are buyers who exclusively collect vehicles from certain body shops.

Example

The „Pagoda“ shape of the roof gave the car its common nickname „Pagoda.“

8. Historical Context

Development and market launch

A brief description of the development history and the market environment at the time of the market launch.

Example

The Mercedes-Benz 280 SL was first introduced at the 1963 Geneva Motor Show. Developed as the successor to the 190 SL and 300 SL, it set new standards in design and technology. The vehicle combined sportiness with comfort and quickly became a sought-after model among car enthusiasts.

Famous personalities

Such as John Lennon and Sophia Loren were proud owners of a 280 SL.

9. Submission of Documents and Information

Make sure all documents are well organized and of high quality. Digital copies should be submitted in a readable format; original documents are best kept at your home

Summary

A comprehensive and well-documented vehicle description significantly increases the attractiveness and value of your classic car at auction. Detailed information on provenance, history, maintenance, and condition is essential. By providing all relevant documents and information, you help Classic Trader to optimally present your vehicle and achieve the best possible auction success.

If you have any questions or need assistance in compiling the documents, the Classic Trader team is at your disposal.

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