



West Coast Vintage.Com & West Coast Sports Cars.Com Leave Ebay for Yahoo Auctions!

West Coast Vintage.Com and its sister company have left Ebay for Yahoo Auctions, citing poor service exorbitant fees, and unethical conduct.

([PRWEB](#)) January 22, 2002 -- West Coast Vintage.Com, one of the webs largest suppliers of original vintage automotive advertising, announced that it is leaving Ebay auctions, in favor of Yahoo auctions. VP of marketing L.C. Mixon had these comments to make about the move.

“ We have been with Ebay for about 3 years now, posting around 1000 auctions per week. Through most of that time we have been in the “Powersellers” program for businesses that market full time through the Ebay site. Over that time we have weathered myriad changes in Ebay’s policies, each of which have made their listings less valuable. All the time, we have seen the cost per listing, and final value fee credits keep rising year after year. The fiasco with the A4A program last year was the last straw. We had 3 straight months where the revenue from Ebay sales wouldn’t even cover their listing fees. That combined with the fact that we had a real problem with the ethics involved with the A4A program, resulted in our termination of the relationship. “ (Details are available on the www.westcoastvintage.com website).

“ We looked at the other auction sites available, and after much deliberation, we chose Yahoo auctions. We could not be happier with the initial results we are getting from Yahoo. When you consider that we can list an item on Yahoo auctions for 60 days for the same cost as a 7 day auction on Ebay, it really wasn’t a difficult decision. We aren’t penalized for our choice of credit card services, and we are able to build brand loyalty by linking to our site’s content. (a practice which was banned on Ebay). “

“ West Coast Vintage.Com will be listing an increasing number of auctions on Yahoo, until they reach a target of about 2500 auctions per week. In addition, West Coast Sports Cars.Com will be listing their high end sports cars, and conversion vehicles on Yahoo as well. “



Contact Information

LC Mixon

West Coast Venture.Com Inc

<http://www.westcoastvintage.com/>

3239579648

Online Web 2.0 Version

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