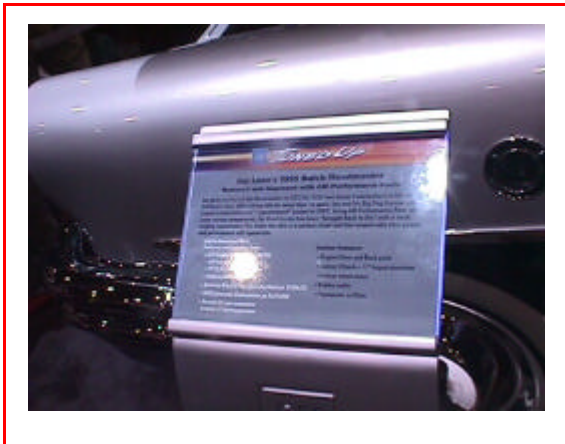


Classic Car News

Read All About It!



Jay Leno's 1956 Buick was a highlight of the 2003 GM Display seen at the 2003 SEMA Show. The Show took place in Las Vegas, NV Nov 4th through 7th. The SEMA Show is the largest to hit Sin City. It is a conglomeration of the entire automotive industry making it not just a show that caters to the after-market anymore. See SEMA

The IAAA Announced The First
"ALL Auto Appraisal Industry Conference "

In this issue of the CC News:

It's My Opinion!
"eBay Interview "
My 40-Year Profession
The SEMA Show Review

Watch Our Moving Banner For other Events We Will Cover

It's My Opinion!

By Tony Monopoli



Here's your 2003 Christmas card photo. This years Photo has a serious meaning. Santa (Tony Monopoli) poses with 2 Santa Mobiles. The 1934 Ford has a B &T sign attached to it. The sign hung in front his auto parts business. The Sign that hung at 16 Roff Ave, Palisades Park NJ 40 years ago is no longer with us. It read B & T Automotive. The sign mounted on the

1934 Ford hung from 1969 to 1986. The sign below that says B & T Street ROD City has a 1971 Vintage. The Chrome Makes It below that and the SRC signs were transported to Car Shows from 1971 on. Santa Tony Monopoli is celebrating 40 years in the Specialty Car Business in 2004. All the signs and one of his cars will be displayed at some NJ Car Shows throughout 2004. Tony hopes to roll out his Model A Ford that he built when he was about 20. in 2004. Either one of the Cars will wind up at the B &T Reunion, slated to coincide with the Good Guys Rhine Back, NY East Coast Nationals. For more information on the reunion, email Tony at avmtony@yahoo.com. The AVM Auto Consulting Sign leaning on my PU is part of the Appraisal & Consulting Business. As promised, you will get another Santa photo with the "It's My Opinion" Column. Visit us often at WWW.autoappraiser.info to read my words of wisdom or just to see another Santa shot. Recipients of my yearly Christmas card tell me they are still collecting them. Get--a----- life!

Now on to My Opinion! I spoke with Don Christy, who is The Publisher of the NADA Classic & Collector Guides, he stated, "The Collector Car Market is still strong." I say, although the collector car season winds down in our Winters, it will Spring ahead because the economy and Wall Street are rebounding. There were many records set this year and I predict, that trend will continue.

SEMA Show 2003

LENO: We all would love to have the one that got away, because our memories make them bigger and better. It is possible to complete that dream when your resources match that of the host of the Tonight Show. Jay Leno's passion to drive his cars drove him to build the 1956 Buick the way he dreamed it should be. Jay got his personal A-Team, from the Big Dog Garage, to fulfill that dream. Jay's shop manager, Bernard Juchli, enlisted a little help from the GM Performance Part's Division to turn the old Buick Roadmaster into a 21st Century cruiser. The fact that Jay still owns this Roadmaster shows his devotion to old cars. He purchased it back in 1972. Jay claims that he used it on his first date with wife Mavis. He used it to get to his first Tonight Show appearance in 1977. "It's special to me because it was my first vehicle here in California and it was with me during a number of other important 'firsts'," said Leno of his newly restored Street Rod. "Now its better than new because we've brought it into the 21st century. That means better performance, better mileage and better emissions." The vehicle sat in his mother-in-law's driveway for the better part of 16 years. It barely ran and needed a lot of attention, before starting the retro-restoration in 2002. "I felt guilty that it was in such bad shape. It's kind of like falling behind on your child support. It needed more than just a restoration. It had to be better than new," said Leno. Its 21st Century treatment took Corvette suspension, a GM Performance Parts ZZ572 crate engine—with 620 horses and bigger wheels and tires to do it. It was necessary to custom build a set of look a like vintage hubcaps for the bigger wheels too. The exterior received a PB quality restoration making it one Cool Ride. Well Jay, The Car looks Great and I am positive that unless you get pulled over for speeding, when you go to renew your vows, "It Will Get You to The Church on Time.

TM Interviews eBay



eBay has become a household name since its inception. The opportunity to interview a senior manager of eBay Motors got my attention. The interview took place during the 2003 SEMA Show. It's no secret that Buying and selling vehicles online has risen by an unprecedented amount. eBay Motors was launched in April of 2000. Ebay press releases declare sales of three billion dollars

worth of cars and parts in 2002. This equals the GDP of some small countries. The ramifications of exchanging that much matter has to have some downside too. The challenge to keep the technical and legal problems that could occur is mind-boggling. I admit I have not contributed to the billions generated by Ebay, although I use their website when researching vehicles and values.

I expected to be interviewing the virtual king of the Used Car Business. Instead I got an earful from a few of eBay's well-educated, very devoted team of employees. I interviewed Drew Lieberman, who is the Senior Director of parts and accessories and other vehicles at eBay Motors. The interview took place at the eBay's SEMA Show booth as seen in the photo.

Drew broke the ice as he introduced himself. By saying, "Hi, my name is Drew Lieberman and I am not related to Senator Joe Lieberman. But I might say that, if Joe wins the election.

TM: How long are you with Ebay?

DL: One year.

TM: And prior to that?

DL: I came from an operating experience, of a company that manufactured electronic components and supplied them to the auto industry. I also consulted to older technology companies.

eBay

TM: Have you ever purchased things on eBay?

DL: Sure, he elaborated on that by stating that he purchases various parts and accessories. By allowing employees this option, it becomes a reality check of the system, along with the bidding, purchasing and rating procedures. I buy things and check out the sellers, their policies, their service and the products they sell. Employees have to abide by Company policy that restricts their bidding within the last few minutes.

TM: I believe this would put them at a disadvantage.

TM: Is eBay a member of ARMO (Automotive Restoration Market Association and SEMA (Specialty Equipment Market Association?

DL We are not a member of ARMO, but obviously we have to be a member of SEMA to participate in the show. We are progressively joining additional associations. eBay Motors was formed in April of 2000 and it has grown tremendously, quickly. We really feel that it is critical, that we are members of the community and support organizations in any way possible, which means we are involved on a day-to-day basis.

TM: Is this the first time eBay came to SEMA and what other events does eBay display at?

DL: We have participated in Pebble Beach while we were with Kruse (Auctions) we also went with them to quite a few others.

DL: Others include Motorcycle events, like Sturgis.

TM: I attend Carlisle and I heard a roomer.

TM: Did eBay ever purchase Carlisle or was it ever in the works?

DL: No, it really wasn't, we have a significant presence because we see Carlisle as an excellent event, it syncs up well with the market that we are very interested in and it is a great event for us to partake in.

TM: But did eBay own Kruse?

DL: We did buy Kruse.

TM: Why are you so successful with your online auction.

TM: Why didn't Kruse work for you?

DL: I can't give the full prospective, but our focus is really the online.

TM: So the decision to sell Kruse was to get back to your roots?

DL: Yes.

TM: I attended an AZ Kruse auction that took place at Paradise Race Track a few years ago. I wrote about an option that Kruse offered sellers whose cars didn't sell on the block. Kruse placed the unsold cars on eBay till their sale was over.

eBay



Dateline: 2001 Scottsdale AZ. Ebay brings a good feature for sellers whose cars didn't sell on the block. Ebay put them on the Internet. This is a good option for sellers, buyers and auctions themselves. This will affect vehicle sell-through and their values in the future.

This was run in CCN VI

TM: I thought this was great option for sellers in an effort to plant a seed that will benefit the industry. I told DL to remember my company name. AVM Automotive Consulting. Shameless self-promotion.

TM: Is that something that stills goes on at auctions like Barrett?

DL: I am not sure about Barrett.

TM: Does this still go on at Kruse?

DL: I believe so, just because of our reach this might take place. By reach Drew referred to the nearly 10 million per month visitors to eBay. The mention was a DL eBay Shameless Promotion

I am not sure if Drew meant that this option was part of the Auction's own procedure! In attending many of these auctions I see telephone bidding and online bidding.

TM: Does eBay assist the auctions with this, as a service?

DL: I am not sure that we do.

TM: Is this eBay's first trip to SEMA?

DL: This was our first time participating with a booth and a seminar.

TM: SEMA is a Business-to-Business Event.

TM: Do you have plans to do more B to B on eBay?

DL: That's part of it; SEMA is just an exciting part of the industry that is also growing tremendously quickly. We find it critical to be here. We are here supporting sellers and working with them. We have rolled out wholesale lots so there is an opportunity for people who have more significant volume to sell in lots. Lots can be 100 units, a container load or even a warehouse full.

eBay

We encourage people to do that and try to encourage our power buyers and sellers to buy products in large lots so they can break the bulk and potentially sell it on eBay or else where.

TM: Is there a remedy available for UN-happy campers who buy cars on eBay?

DL: Depending on the issues, eBay first encourages buyers and sellers to work out any problems first. We also make sure that it is easy for the buyer and seller to communicate, we facilitate that. If the problem becomes more substantial than that, there are a number of paths to rectify the situation. We have a process when a buyer uses Pay Pal. They offer protection up to \$500.00. When the issue at hand is about a vehicle, those involved can escalate the issue to where eBay would take more of an active roll to assist. When very meaningful issue arises, there is protection where a buyer has recourse to get a significant amount of funds back.

Many states have auto insurance policies that offer the option of having disputes mediated in an umpire situation.

TM: Have you ever considered using an appraiser as a mediator in those situations?

DL: I am not privy to everything being considered but I think that is something that would be considered. We are constantly looking at ways to make sure that eBay remains as safe a trading environment as possible. And as you know less than one, one-hundredth of one percent results in any kind of problem.

TM: I have personally been used as an Umpire and a participating appraiser in those situations. (Shameless Again.)

TM: How much of the nine billion that eBay facilitates is from the automotive sector?

DL: Parts and accessories account for \$500 million dollars. Out of the three point two billion that was done in eBay motors. In terms of vehicles alone, collector and exotic and specialty cars don't make up the majority. The majority of sales of autos are 1 to 10 year old cars.

That confirmed my original belief that I interviewed the country's number 1 by volume, USED CAR KING.

eBay

TM: Many online auctions have appeared after seeing eBay's success, what makes eBay so successful?

DL: eBay has catered to the community. We have tried to let the buyers and sellers take the site to where it should go. We make it an easy place to buy and sell. eBay has been optimal for finding value and sellers have an opportunity to do well too.

DL: On the buy side, it is value that individuals can't find in alternative means. Giving eBay a great loyal following. The feed back system we use has created inertia of its own that has fed on its own has also helped.

eBay Seminar

I also got to attend the Q & A portion of their Seminar hosted by Paul Nadjarian. EBay's seminar was attended by many of the power sellers DL mentioned. The Q & A session reinforced my overall picture of the safety of buying online. Power sellers have a lot at stake if their ratings are tainted. My concerns are the masses of bidders that buy from sellers who don't have to worry about their ratings because they may be first timers.

The option of using an appraiser for mediation is a possibility. If readers, bidders and appraisers agree to make their voices heard by the powers that be this option may be instituted. A better option is to avoid the pitfalls of buying sight-un-seen and solicit help of an Appraiser. I would suggest searching the IAAA Find an Appraiser Map first to find one. The use of an appraiser is a best-case scenario. Go to www.auto-appraiser.com to find one or for further information about buying and selling Parts & Accessories on eBay Motors, visit, www.ebaymotors.com.

SEMA SHOW 2003



Jack Roush Racing is represented in most forms of racing. His R&D Company is responsible for many of the Fords that car guys love. The R-code Mustang, the Lightning PU, and the Mercury Marauder make up the short list. Roush Enterprises started 20 years ago. They formed a relationship when Ford sponsored the Roush & Gap Pinto.

SEMA

Jack helped get the show into high gear with his opening remarks at the 2003 SEMA New Product Awards Breakfast. A SEMA choice to have Jack Roush speak showed attendees just how important relationships between the OEM's and after-market suppliers are. The Roush Parts & R&D Company and Ford operations rely on each other.

A pre-banquet discussion with a Roush employee confirmed my understanding about Jack's involvement with several of those Ford Specialty vehicles I mentioned.

The Las Vegas SEMA Show is part of Automotive Aftermarket Industry Week. Ford was the featured manufacturer at this year's event, their display sprawled over 65,000 sq feet. The Show hosted more than 100,000 attendees from the automotive manufacturing, wholesale, retail and media fields. There were 473 first-time exhibitors showcasing products and services at SEMA. Over 1,500 specialty vehicles adorned the LVCC. The 2003 event nearly double the first-time exhibitors count from two years ago. In all, 1,800 exhibitors participated. The SEMA Show is ranked as one of the international automotive industries most vibrant and important gatherings. The automotive specialty industry as a business sector has outpaced the U.S. GDP since 1992.

Ford unveiled a new reconfigured 5.litre engine. The Fords parts divisions took the credit for its all aluminum overhead cammed fuel injected 420 HP engine. The \$14,000 price tag included a stand-alone management computer system. Ford's parts geniuses will also offer a bolt in kit for a Focus. Fords idea that this combo will sit well with the Sports Compact crowd bothers me. Wake up and watch the kids, we all might learn something. The attendees who frowned at the price, never priced a completed package with similar onboard fuel injected overhead cam versions in any configuration.

Car-celebrity's autographed everything imaginable. Roush was one that I got myself, evidenced in the photo. Others included Race Drivers like Mario Andretti and authors Robert Ganet. I have written about getting autographs many times. I always recommended readers take a photo documenting it.

The guy in front of me had Jack autograph copies of old Gap & Roush drag photos. Jack offered to buy some copies from him. I often look for additional copies of out of circulation car magazines with my cars or me in them. And if anyone has a shot of my Bergen Tech High School days Grecian Gold 1940 Mercury or my Silver and Green-fire-mist painted 1956 Chevrolet Belair Convertible, email me at avmtony@yahoo.com

SEMA

Attending SEMA lends itself to meeting old acquaintances and making new ones. In the past I had to land before running into old ones, but this year I met some from around the corner. I knew one of them from buying speed parts from his boss for B & T.

Easterners might remember the company I am talking about called the House of Chrome. He introduced me to the R of the R & S Company. Another friend of his, who owns a large manufacturers rep company, joined us. We all talked about the good old days till take off.

Attending SEMA means many things to many people. SEMA, stands for (Specialty Equipment Manufacturers Marketing Association) the SEMA Show continues to grow. The show's organizers have created new sections to make it easier for buyers to navigate the floor. The new sections are Car Care & Accessories, Tools & Equipment, and Business Services. Returning sections include International Tire Expo; Wheels & Performance Tires; Mobile Electronics; Performance Marine; Racing & Performance; Restoration Marketplace; Restyling & Accessories Center; Street Rod Alley; and Trucks, SUV's, Truck Caps & Accessories. I frequented the ARMO area Automotive Restoration Market Organization.



The Classic Car News signed up for the SEMA intern program. Our intern Donald Yeun looks over the interior of this GM Saturn. It was a Sharp looking little Sport Compact. I found the supercharged engine more interesting. The pretty in blue Saturn is a spoiled out three-door coupe that is slated for production.

There is always a booth that I consider as my favorite. I picked it prior to going west. I received a press release and at that point I declared a winner. I must admit you wouldn't think an old timer could like a product that glows the underside of a car. The company's products are called FIRE FLY and COLOR MORPHICS. The firefly lights spin with your wheels valve stems.

SEMA

Color Morphics are programmed light-strips that can illuminate your cars undercarriage or interior with color that can be programmed and synchronized to your stereo by a remote control.



I guess attendees were fascinated and dazzled by the lights too. The booth was easy to find with the sound of the crowd. They offered a private inside light demonstration. Remember historically little guys like flippers on their bicycles spoke wheels; Fifty's guys liked lighted grilles and wheel well lights. Truck guys like on the pick up cab lights

and kids like white lights. Get the picture, even reflectors and fog lights. OK Santa Tony even likes Christmas Lights. Point!

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