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Cars worth more than 140 million euros sold via Elferspot

The globally active online marketplace for classic and used Porsche sports cars Elferspot from Linz, Austria, can look back on a record year in 2023 and an even stronger start to 2024. In addition to the number of users, the total volume of vehicles marketed, as well as the vehicle stock itself, is continuously increasing. In the future, the company will focus heavily on opening up new markets and improving the performance of the site.

30 percent more cars were offered on Elferspot in 2023

In 2023, the supply of used Porsche sports cars on Elferspot increased noticeably. Around 30 percent more vehicles were listed for sale over the year than in 2022. Contrary to the expectation that the market would cool down significantly, vehicle sales instead increased to the same extent. Average prices also trended upwards.

After used Porsche sports cars worth more than 100 million euros were marketed via Elferspot for the first time in 2022, this figure increased to almost 140 million euros in the past financial year. Founder and majority owner Markus Klimesch was very pleased with the development of the marketplace. "The fact that we were not only able to consolidate the figure from the strong year 2022, but also increase it by a further 40%, is a great result", said the 46-year-old entrepreneur.

Positive trend to continue in 2024

2024 is also off to a positive start for the marketplace. Elferspot once again posted record results in the first quarter. The number of vehicles offered and marketed rose in the mid double-digit percentage range. In the first three months of 2024 alone, used Porsche sports cars worth almost 50 million euros found a new garage via Elferspot.



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Porsche 993 and 997 best-selling model series on Elferspot

The best-selling model series are very close together. No sports car was sold more often via Elferspot than the last air-cooled Porsche of the 993 generation, closely followed by the 997 produced between 2004 and 2012, almost on a par with the classic G-model of the 70s and 80s. Also just behind is the Porsche 964 – already a value gainer in recent years. These four models, each with a share of between 13 and 14 percent, account for a total of around 55 percent of the sales volume of vehicles on Elferspot. The Porsche 991, which was built between 2012 and 2019, completes the top 5. It accounts for 11.7 percent.

“The fact that so many different model series are attracting so much interest shows how diverse the Porsche market and our loyal user community are. We continue to see a high level of buying interest across all generations of the Porsche 911”, says Lukas Berger, an employee from the very beginning and now also co-founder of Elferspot Media GmbH.

This is also confirmed by the trends in the social networks. Elferspot has a good 25 percent more followers than a year ago. Over 500,000 people follow the accounts on Facebook, Instagram, LinkedIn and co. “Of course, the now over 400 dealers and more than 200 private sellers on average also benefit from the increased reach”, emphasizes Berger.

Focus on internationalization, expansion of server capacities for more performance

Elferspot is currently working feverishly to become even more international in the future.

“Expanding our range of languages will be a key issue in the coming months”, emphasizes Klimesch. He has already noticed a strong increase in interest from new markets such as Brazil, South East Asia and Turkey. Elferspot also wants to meet the demands of these new groups of buyers. “We naturally want to enable dealers to reach even more potential customers in new markets. After all, the Porsche community is also growing in Asia and South America”, explains Klimesch.



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In order to meet these new infrastructural challenges, Elferspot invested heavily in expanding its server capacities at the beginning of the second quarter. "By using new physical servers, we have greater reserves in terms of performance and data volume. It also allows us to implement new ideas faster and more flexibly", says the founder.

The switch to the new server environment has significantly reduced loading times in particular. "Creating new listings or searching for vehicles is now much faster", says Berger. According to majority owner Klimesch, there are also several advantages in the implementation of new languages and the visibility of the portal in classic search engines and AI searches.

Further design adjustments for better readability

Elferspot also started the new year with a redesigned homepage and minor changes to the typeface. Markus Klimesch explains: "Thanks to these many small adjustments, we were able to improve clarity in particular. Both the listings and the articles in the magazine now have a calmer design and are easier to read." True to the self-imposed credo "user first", the dedicated team from Austria will continue to "carefully develop the platform in the future", says Klimesch.