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Elferspot breaks the 200 million barrier for the first time in 2024

From idea to market leader: Markus Klimesch launched his start-up Elferspot on November 9, 2017. Today, his special interest marketplace for Porsche sports cars is the absolute market leader in this niche. In 2023, buyers and sellers of vehicles worth 140 million euros found each other on Elferspot. This mark was already surpassed after the third quarter of 2024. And Markus Klimesch still sees a lot of potential in previously untapped markets.

From an idea to an indispensable meeting spot for Porsche enthusiasts and dealers worldwide

It was on 9th of November (a rogue who immediately thinks of a specific model from Porsche here ...) 2017 when Porsche enthusiast Markus Klimesch launched the first marketplace exclusively for classic and used Porsche sports cars in the Linz tobacco factory; and that in a market that was absolutely saturated at the time. Nevertheless, the special interest vehicle exchange has since established itself as the indispensable meeting place for Porsche enthusiasts and dealers worldwide. Elferspot now serves almost 450 dealers worldwide and an average of almost 250 private sellers, who together offer around 3,500 vehicles on the platform. Elferspot reaches more than 5 million people every month and has over 600,000 followers on social networks.

The so-called leads, i.e. the vehicle sales resulting from contacts made on Elferspot, are also steadily increasing: in 2023, Elferspot users bought vehicles worth 140 million euros. These are not only classic models, but also modern used cars, which are just as popular on the marketplace. In 2024, the "sound barrier" of 200 million euros was already broken at the end of October. "Over the past seven years, we have been able to establish a very good position in this very small niche. We can proudly call ourselves the leading international marketplace for Porsche sports cars", says a satisfied Markus Klimesch.



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Porsche – a passion that connects

The idea for Elferspot arose from a personal experience of Markus Klimesch, who was looking for a Porsche sports car in 2010 when he realized that there was no platform that met the special requirements of the brand. His search experience was characterized by confusing marketplaces, few pictures as well as a lack of information on the individual Porsche models and their special features. Klimesch recognized that the existing online car marketplace lacked a high-quality, specialized platform for Porsche enthusiasts that not only presented the vehicles in an appealing way, but also provided valuable information on the different model variants. "This gave rise to the vision of creating a marketplace that focuses exclusively on Porsche and meets the high demands of Porsche fans," recalls Markus Klimesch.

Seven years later, the website elferspot.com went live in German and English – with a clear goal: to become the leading online marketplace for used and classic Porsche sports cars. Elferspot achieved this with a small, motivated team. Together with his cousin Lukas Berger, Klimesch initially built up a network of dealers, which today forms the backbone of the marketplace. Klimesch's wife Susanne is responsible for the webshop, the second economic pillar. In addition, Elferspot also offers its users an online magazine, managed by editor-in-chief Richard Lindhorst and photographer David Fierlinger. Elferspot's offer is rounded off by an event section with unique experiences relating to the vehicles of the cult Porsche brand. The entire Elferspot team is part of the scene itself and therefore knows exactly what moves Porsche enthusiasts.

The benefits of a clear niche

What sets Elferspot apart from other platforms is its precise focus on Porsche. In contrast to open-brand marketplaces, this specialization enables a detailed breakdown of model series, model variants, special models, equipment packages and customization options, which are particularly important for Porsche fans. The platform also offers not only a sales area, but also valuable information and expert knowledge that facilitates purchasing decisions and creates trust among users.



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New markets in sights

“Demand from new markets such as the Middle East, South America and Asia is growing steadily,” reports Markus Klimesch. To meet these needs, he plans to offer Elferspot in other languages such as Spanish, French, Portuguese and Turkish. Elferspot relies on artificial intelligence to optimize the translations and user experience and thus reach new Porsche enthusiasts around the world.

About Elferspot

Elferspot was founded in 2017 by Markus Klimesch as the first marketplace exclusively for classic and used Porsche sports cars, based in Linz. With a clear focus on quality, user orientation and a strong presence on social networks, Elferspot has established a firm position in the global Porsche scene. In total, the platform has 600,000 followers and will broker vehicles worth 140 million euros in 2023. The journey is far from over. Elferspot is on the threshold of new markets and exciting developments that will allow the company to continue to grow.