

inventory on eBay and perhaps make them more likely to purchase is the shipping tabs that are now available through the uShip partnership.

“Buyers can make an informed buying decision and total purchase price because immediately-bookable rates from feedback-rated transporters are available within the shipping tab on the eBay listing itself. They don’t need to search for rates online or make a bunch of phone calls,” said Xeros. “With uShip, when transporters compete against each other for business, this drives affordable pricing and helps increase conversion on eBay Motors.”

The new partnership also has the potential to push transport prices down.

“Just like the eBay marketplace creates competition for various items of all shape and sizes, the uShip marketplace creates a competitive environment around shipping services.

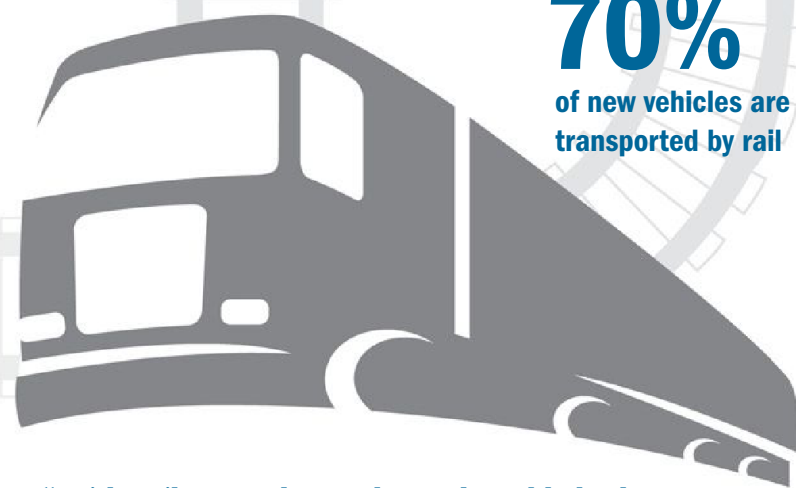
The bottom line is the better dealers are able to source, the better they are able to sell, Xeros pointed out.

“Dealers are faced with the same situation when it comes to sourcing inbound inventory from auction houses, trades or other sources — and need a cost-effective transportation option,” he said.

In other words, as simple, convenient, transportation solutions become more and more prevalent, “dealers will have a much more cost-effective way to manage their inbound inventory,” Xeros concluded.



**70%**  
of new vehicles are transported by rail



*“With rail, remarketers have the added advantage of leveraging available empty equipment as trains travel back to manufacturers to pick up new loads. That means even as OEM volumes increase, capacity should be available for used-car shippers.”*

## Can Rail Be the Right Solution for Remarketers?



**MARTY COALSON**

Here’s a little-known fact: the vast majority of new vehicles are transported by rail. When cars come off the line at the plant — or arrive at a port, as is the case for imports — they are hauled via enclosed rail cars to rail terminals.

Trains are responsible for the long haul, then trucks handle the short trip from rail terminal to local dealerships. The car you drove to work today? It likely spent some time on a rail car.

There’s a good reason for this. Railroads are the most efficient way to move large numbers of vehicles over long distances. But while about 70 percent of new vehicles are transported by rail, only a small portion of used vehicles take advantage of this efficient delivery network. This leaves a lot of room for remarketers to leverage a more affordable transport option.

So why don’t more used-car shippers take advantage of rail? Part of it is

simply lack of awareness of the benefits of rail. Another part is the highly fragmented nature of used-vehicle shipments. It’s also true that railroads have gotten some bad press lately. This past winter, historic weather conditions

combined with increased demand caused delays across the rail network.

But railroads have worked diligently to catch up. They’ve also been proactive about finding solutions for the past year’s weather challenges to better prepare for similar circumstances in the future. Railroads are investing heavily in locomotive, terminal and track capacity. Likewise, railroads have been purchasing more auto racks to keep up with increased demand.

What does this all mean for remarketers?

### Used-car shippers can benefit from rail, too.

If new car makers can trust their vehicles to rail, so can used-car shippers. After all, the used car you’re shipping was likely transported by rail when it came off the assembly line. Like new-car shippers, used-car shippers, too, can take advantage of the economies of rail, especially when moving multiple vehicles.

### ShipCarsNow makes it easy to take advantage of rail.

As a wholly owned subsidiary of Union Pacific Railroad, ShipCarsNow provides multi-modal auto transport solutions, selecting the best combination of rail and highway service to meet shippers’ requirements for cost and transit time. By bundling multiple modes into a single,

seamless service, we make sure remarketers get the best of both worlds.

### Rail offers the advantages of capability and cost.

The railroads are ready — they’ve been moving vehicles since the dawn of the auto industry. They have the capability, and they’re cost competitive. With rail, remarketers have the added advantage of leveraging available empty equipment as trains travel back to manufacturers to pick up new loads. That means even as OEM volumes increase, capacity should be available for used-car shippers.

### Rail provides unmatched safety and quality.

Auto ramps are secure, lighted and guarded, and trains carry automobiles in fully enclosed rail cars. With Web-enabled tracking technology, you also get complete visibility of your vehicle shipment.

When motor carrier capacity gets tight and costs are on the rise, rail can provide both the capability and competitive rates remarketers seek for the transport of their vehicles. Now is the time to take advantage of the economies of scale rail offers.

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