



VEHICLE PARTS & ACCESSORIES

CREATING A LISTING WITH THE PART COMPATIBILITY LIST

Last updated

22 August 2012

- Chapter updated
- Screenshots added

30 August 2011

- Revision of the guidelines for creating a listing with the part compatibility list

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01. INTRODUCTION

We're happy to announce that since the autumn of 2011, thousands of sellers have been able to take advantage of a free listing feature that makes it easier for buyers to find their listings. And buyers have responded accordingly: from November 2011 to May 2012, we've seen a 27% increase in buyer engagement* on listings that have vehicle compatibility versus those that don't have this information.

In many of the eBay.co.uk [Vehicle Parts & Accessories \(P&A\) subcategories](#), sellers can add vehicle compatibility to new and active listings, including Good 'Til Cancelled listings.

[Download our comprehensive Master Vehicle List](#)

We hope this tutorial will give you all the information you need to adopt the Master Vehicle List.

*Buyer engagement is defined to be a composite of activities including bidding, buying, making an offer, watching an item and asking a question. The 27% figure is an average from November 2011 – May 2012 on eBay.co.uk.

02. THE NEW SHOPPING EXPERIENCE

We're always striving to improve the shopping experience on eBay. Within Vehicle Parts & Accessories, we plan to make it easier for buyers to find their parts quickly and provide them with assurances upfront that a part will fit their vehicle.

As you can see in the screenshot below, we're making good progress. On the left hand side of the page, buyers can now filter for specific vehicle models. In the search results page, we include a subtitle under each listing to alert a buyer that the part fits a certain vehicle.

The screenshot shows the eBay UK search results for 'land rover discovery headlight bulb'. The search bar at the top contains the text 'land rover discovery headlight bulb' and a 'Search' button. Below the search bar, it indicates '727 results found for land rover discovery headlight bulb'. On the left side, there are filter sections for 'Make', 'Model', 'Condition', 'Price', and 'Placement on Car'. The 'Make' section lists Land Rover (379), Alfa Romeo (63), Standard (40), Mazda (16), Rover (6), and Mega (4). The 'Model' section lists Discovery (284), 501 (97), Freelander (30), Range Rover (25), 90 (21), and Defender (21). The 'Condition' section lists New (655), Used (1), and Not specified (63). The 'Price' section has a range from £ to £. The 'Placement on Car' section is partially visible. The search results are displayed in a grid. The first result is 'Pair of H7 55w Super White Xenon HID Low/Driving/Dipped...' for £5.99, with a subtitle 'Fits: Land Rover Discovery'. The second result is '2 X H7 SUPER WHITE XENON 55W HID LOW / DIPPED BEAM HEAD...' for £5.75, with a subtitle 'Fits: Land Rover Discovery'. Both results include an 'Enlarge' button and a 'Buy It Now' button. The top navigation bar includes 'Go', 'Buy', 'My eBay', 'Sell', 'Community', and 'Customer Service'. The 'eBay Buyer Protection' logo is also visible.

Let's take a closer look at a buyer's journey using these new features.

When a buyer searches for a specific part and enters their vehicle in the search field, they are shown only parts that match their specified vehicle (see above).

If they don't enter a specific vehicle, the buyer can still see whether a part will fit by clicking through to the listing and scrolling down to the appropriate section. In the area highlighted by the red box below, shoppers can validate that this part fits their vehicle.

Pair of H7 55w Super White Xenon HID Low/Driving/Dipped HeadLight Bulbs 477/499
 6 Month Guarantee, Ultra Bright, Super White!

Item condition: **New**
 Compatibility: [See compatible vehicles](#)
 Quantity: More than 10 available / 1,681 sold

£5.99 [Buy it now](#)
[Add to basket](#)
[Add to Watch list](#)

Postage: **Free** - Standard Delivery | [See all details](#)
 Item location: UK - SUPER FAST DELIVERY! Same day despatch!, United Kingdom
 Post to: United Kingdom [See exclusions](#)

Delivery: Estimated within 3-4 working days

Payments: **PayPal**, Postal order/Banker's draft | [See payment information](#)

Returns: Returns accepted | [Read details](#)

[You're in safe hands when you shop on eBay](#) **eBay Buyer Protection**
[Find out more](#)

99.7% Positive Feedback
 ✓ Consistently receives highest buyer ratings
 ✓ Dispatches items quickly
 ✓ Has earned a track record of excellent service

[Save this seller](#)
[See other items](#)
 Visit Shop: [ACEparts Performance Lighting](#)
 Registered as a business seller

Description | **Postage and payments** | [Print](#) | [Report item](#)

Seller assumes all responsibility for this listing.
 Last updated on 10 Aug, 2012 00:19:13 BST [View all revisions](#) Item number: 220936460193

Compatibility
 Select your vehicle to check compatibility.

* **Make** * **Model** * **Year** **Variant (optional)** **Type (optional)**

Land Rover

* indicates a required field.
 This item fits with these vehicles: [\[show all compatible vehicles\]](#)

Notes	Make	Model	Year	Variant	Bodystyle	Type	Engine
	Alfa Romeo	147	2003	937 [2001-2009] Hatchback	Hatchback	1.9 JTD	1910ccm 101HP 74KW (Diesel)
	Alfa Romeo	147	2004	937 [2001-2009] Hatchback	Hatchback	1.9 JTD	1910ccm 101HP 74KW (Diesel)
	Alfa Romeo	147	2005	937 [2001-2009] Hatchback	Hatchback	1.9 JTD	1910ccm 101HP 74KW (Diesel)
	Alfa Romeo	147	2006	937 [2001-2009] Hatchback	Hatchback	1.9 JTD	1910ccm 101HP 74KW (Diesel)
	Alfa Romeo	147	2007	937 [2001-2009] Hatchback	Hatchback	1.9 JTD	1910ccm 101HP 74KW (Diesel)
	Alfa Romeo	147	2008	937 [2001-2009] Hatchback	Hatchback	1.9 JTD	1910ccm 101HP 74KW (Diesel)
	Alfa Romeo	147	2009	937 [2001-2009] Hatchback	Hatchback	1.9 JTD	1910ccm 101HP 74KW (Diesel)

This is the first of many changes we're making to make shopping for Vehicle Parts & Accessories even easier. We'll be promoting these changes to shoppers, so it's important that sellers set up their listings to take advantage of these new and improved features.

To give you a sense of what is on the horizon, we will be launching My Vehicles and the My Vehicles Product finder in Q3/Q4 2012. These new features will give buyers the option to either search by or store their vehicle profile (e.g. Make, Model, Year, etc.) using drop down lists. Please see below for screenshots of these new features.

My Vehicles Beta
Tell us what you think

2011 Mini Mini "Pimlico Express"

R56 [2006-2011] Hatchback • One

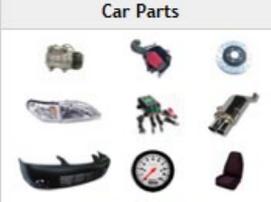
Vehicle profile

Limit to: Make(Mini) Model(Mini) Year(2011) Variant(R56 [2006-2011] Hatchback) Type(One)

Find parts and accessories

Browse Parts for 2011 Mini Mini by Category: View all 2,831 items for this vehicle

Car Parts



[View All \(2,304\)](#)

Car Tuning & Styling



[View All \(524\)](#)

Car Wheels, Tyres & Trims



[View All \(67\)](#)

Air Conditioning & Heating
19 items

- A/C Compressor & Clutch
- A/C Hoses & Fittings
- A/C & Heater Controls
- Blowers & Fans
- Heater Parts
- Pollen Filters
- External Temperature Sensors
- Other A/C & Heating

Air Intake & Fuel Delivery
126 items

- Air Filters
- Air Induction Systems
- Air Intake & Fuel Sensors
- Carburetors & Parts
- Chokes
- Fuel Valves
- Fuel Filters
- Fuel Injection Parts

Braking
430 items

- ABS Components
- Brake Cables
- Brake Component Packages
- Brake Discs
- Brake Drums
- Brake Lines & Hoses
- Brake Pad Wear Sensors
- Brake Pads

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CATEGORIES ▼
ELECTRONICS
FASHION
MOTORS
DAILY DEALS
eBay Buyer Protection

brake disc BMW 3 Series 2004 E46 320i Other Car Parts ▼

Related searches: [browse this category](#) Include de

1 result found for **brake disc BMW 3 Series 2004 E46 320i** | [Save search](#)

Condition

New

Used

Not specified

[Choose more...](#)

Price

£ to £ >>

Part Manufacturer

Seller

Buying formats

Auction

Buy it now

[Choose more...](#)

Show only

All items Auctions only Buy it now

Postage to UK Customise view

View as:

Sort by: Best Match Page 1 of 1

Find parts for your automobile Go to My Vehicles

Select a vehicle:

Try changing the filter menus to find more parts. Do it for me.



BMW 325 COMPACT E46 FRONT REAR MINTEX BRAKE DISCS PADS

Fits: 2004 BMW 3 Series [E46] 320i

Location: United Kingdom

 **Buy it Now** £139.99 Free

03. CREATING A LISTING MANUALLY WITH THE PART COMPATIBILITY LIST

You can add vehicle compatibility in many categories.

From the Sell Your Item page, you will be prompted to enter the compatible vehicles for your listing.

Here's how to manually add compatibility information to your item:

In the listing form, you can compile a list of compatible vehicles using the drop-down menus at the top of the screen above. You can assign up to 1000 vehicles per listing.

Important:

01. You must specify at least the make, model and variant. However, we recommend that you use all the fields (incl. bodystyle, type, year or engine) and give as much information as possible. This makes it more likely that the item will actually be compatible with a specific vehicle and will help avoid unnecessary customer queries and returns.
02. You can add any restrictions for each compatible vehicle in the **Notes** field (e.g. 'only for vehicles with automatic transmission').
03. If you only enter the make, model and variant, eBay will automatically add all the associated types, etc, any note information you may have provided will be applied automatically to all types.

The screenshot shows the eBay listing form for specifying part compatibility. At the top, the eBay logo and navigation links are visible. The main heading is "Specify part compatibility" with a "See help" link and a "Save and complete later" button. Below this, an information box explains that providing vehicle compatibility information increases visibility. The form itself consists of several dropdown menus: "Make", "Model", "Variant", "Bodystyle", "Type", "Year", "Engine", and "Notes". Each dropdown menu has a red number indicating a step: 1 for Make, 2 for Model, 3 for Variant, and 2 for Notes. The "Notes" field has a tooltip that says "Excludes 4 wheel drive". Below the dropdowns, there is a text box for "Notes" and an "Add" button. A note below the form states: "Add a vehicle by selecting at minimum Make, Model & Variant. You can add up to 1000 vehicles." At the bottom, there is a "Save and continue" button and a link for "* Don't see your vehicle? Submit your vehicle info". The footer contains various links and the eBay Buyer Protection logo.

04. If your part fits only specific years and not "All Years" of the chosen Type you can choose these years by holding the Ctrl Button and clicking the years it fits.
05. You'll see a counter showing how many more vehicles you can still add to a listing. See box below for more details on how the counter works.
06. If you make a mistake when entering compatible vehicles, you can remove a vehicle or even the whole list.

Specify part compatibility | [See help](#) [Save and complete later](#)

4 Give your item more visibility. Enter all vehicles which fit for your product and your listing will be displayed in search results with this information. Please enter at least one vehicle that fits into your product. Sellers need to independently check the compatibility of spare parts with a particular model of car or CV.

* **Make** * **Model** * **Variant** **Bodystyle** **Type** **Year** **Engine** **Notes ?**

Select Select Select All Bodystyles All Types All Years All Engines Excludes 4 wheel drive

Specify all info to ensure buyers can match their car to your item. Not specifying Bodystyle, Type and Engine may result in multiple vehicle configurations added.

Hold Ctrl to select multiple years. Only valid year and engine configurations will be added. Enter critical vehicle compatibility details first, such as Bodystyle that do not fit your item.

5 12 vehicles added. You can add up to 1000 vehicles.

Make	Model	Variant	Bodystyle	Type	Year	Engine	Notes	6 Delete all
Land Rover	Discovery	MK III [2004-2009] SUV	SUV	2.7 TD	2004	2720ccm 190HP 140KW (Diesel)		Delete
Land Rover	Discovery	MK III [2004-2009] SUV	SUV	2.7 TD	2005	2720ccm 190HP 140KW (Diesel)		Delete
Land Rover	Discovery	MK III [2004-2009] SUV	SUV	2.7 TD	2006	2720ccm 190HP 140KW (Diesel)		Delete
Land Rover	Discovery	MK III [2004-2009] SUV	SUV	2.7 TD	2007	2720ccm 190HP 140KW (Diesel)		Delete
Land Rover	Discovery	MK III [2004-2009] SUV	SUV	2.7 TD	2008	2720ccm 190HP		Delete

* indicates a required field.

[Save and continue](#) [* Don't see your vehicle? Submit your vehicle info](#)

Counting method:

Sellers can add up to 1,000 vehicles to a part compatibility list. If a vehicle is added with all the criteria (such as make, model, variant, bodystyle, type, year (all) and engine), it's broken down line by line to the individual years. This is because the year range (period in which this vehicle type is produced) of a vehicle is counted separately for each year.

Example: VW; Passat; B5,3B3 [2000-2005] Saloon; Saloon; 1.9 TDI; 2000|2001|2002|2003|2004|2005; 1896ccm 101HP 74KW (Diesel)

The production period 2000-2005 is divided into the years 2000, 2001, 2002, 2003, 2004 and 2005. So the entry counts as six vehicles and not as one.

Vehicles are counted in the same way if a seller only enters the mandatory information of make, model and variant.

04.

TIPS AND HELP WITH THE NEW FEATURE

WHAT DO I NEED TO REMEMBER WHEN CREATING A LISTING?

01. Use eBay Listing Analytics to manage your inventory:

- End the listing or allow it to come to an end
- Edit the compatibility information and the new parts item specifics to the completed listing
- Re-list the item once you have made your changes

How this benefits you: Editing a completed listing allows you to keep the item's sales history, which helps your position in search results. You can enhance your listing by adding an optimised title, choosing the right category and most importantly by specifying the vehicle compatibility.

02. Manual listing using the part compatibility list and item features

Note: You can still include compatible vehicle information in your item title, but we don't recommend it as this information isn't picked up when buyers use our new My Vehicle functionalities or are searching for their vehicles in the same granularity by using the general search.

IMPACT ON DUPLICATE LISTINGS POLICY

Since May 2011, sellers are no longer allowed to create duplicate listings for identical items. However, there are a few exceptions within the Vehicle Parts & Accessories category:

- ***Listing manually with the part compatibility list***
Up to 15 identical listings are permitted, but only if there is insufficient space to specify all the makes and models in one listing and the individual listings differ in the makes and models that they include.

For example: You want to sell cylinder-head bolts that are suitable for 10 different vehicle makes and their various models and, according to the eBay definition, this would apply to 2,500 vehicles.

Option 1: You create 3 listings - 2 with compatibility information for 1,000 different vehicles (max. limit, see section 04) and 1 with compatibility information for 500 vehicles.

Option 2: You create 10 listings - 1 for each make of vehicle, each containing compatibility information for an average of 250 different vehicles.

No usage of the part compatibility list, compatibility information only in the item title (not recommended)

- *A maximum of 15 identical auctions, plus 15 identical Buy it now listings.*

Act now

We encourage all sellers in the Vehicle Parts & Accessories category to revise their listings now to work with the improved search features so as not to lose sales in the future.

eBay is investing heavily in improving the shopping experience within the Vehicle Parts and Accessories category. Implementing the [My Vehicles](#) functionalities are just the first of many changes we're making to simplify things for buyers.

We expect that these improvements will attract more buyers and make it easier for them to find what they're looking for, so it's critical that you're ready to take advantage of the changes and increase your chances of a sale.

More about:

- [Creating a listing using the part compatibility list](#)
- [Creating several identical listings](#)
- [How to analyse your listings using eBay Listing Analytics](#)

Appendix – Vehicle Parts and Accessories categories where Master Vehicle List compatibility is supported

UK Fitment enabled categories Black categories wired on	Number
Car Parts / all Excluding Number Plates & Surrounds Service Kits	14239 52638 174087
Car Tuning & Styling / all Excluding Decals, Graphics & Adhesives Window Shades & Tints Other Interior Styling Interior Lighting	14761 36677 72232 40199 72236
Car Wheels, Tyres & Trims / all Excluding Tyres Valve Caps	14770 9891 52639
Car Accessories Only in roof racks tow bars	9884 33651 33653