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SILVERSTONE AUCTIONS REACHES QUALIFIED BUYERS WITH PROXIBID

Security for both buyer and seller is the fundamental building block of a successful online sale in today's digital age. Without a sophisticated risk management system in place, sellers open themselves to fraudulent activity. Silverstone Auctions, a world-class specialist auction house for the sale of classic cars, modern supercars, competition cars, and modern and historic motorcycles, attracts buyers from around the world. With an international audience, it was clear Silverstone needed a solution that would be powerful enough to manage global transactions while at the same time ensuring only buyers with the wherewithal to pay could participate.

Silverstone Auctions requires a partner who will do more to protect against fraudulent buyers, and has put its trust in Proxibid as its exclusive provider of online bidding. Proxibid's complex risk management system was paramount in this decision, as it offers a level of protection no other competitor can match. MarketGuard™, Proxibid's proprietary, bank-quality risk mitigation tool is of key importance to Silverstone Auctions. This seamless technology puts buyers through a series of checkpoints, and is customizable to different thresholds to meet the company's specific security requirements.

"Proxibid has truly earned our business," said Guy Lees-Milne, General Manager for Silverstone Auctions. "We've selected Proxibid because of the company's commitment to risk management and fraud prevention for both buyers and sellers. We know only qualified buyers can participate in our sales, and buyers know their purchases are secure. We have worked with other online providers, but none can make this guarantee."

And, because Proxibid is uniquely positioned to facilitate high value transactions like the vehicles sold in Silverstone Auctions' events, buyers can rest assured that their payments are secure, which is one less thing for Silverstone to worry about.

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