

Sep 28, 2011

# 'World's Fastest Car Show' arrives on eBay

By [Chris Woodyard](#), USA TODAY  
Updated 2011-09-28 4:59 PM



Host Justin Bell.

CAPTION

By Nicolai Iuul

The television airwaves are now flooded with car-review shows, all modeled on the BBC's *Top Gear*. Is there room for something new?

Well, apparently yes, and it's showing up in the most unlikely of places: eBay. It's the debut of the *World's Fastest Car Show* – an original video series for the eBay Motors website and mobile application. It runs only about seven minutes and you can see it by [clicking here](#).

In those few minutes, host Justin Bell puts a Ford Mustang through its paces, hangs out with Jay Leno and shows off a Dodge Challenger -- there he is with the car in the photo, above -- and generally does all the things that longer shows do, thanks to some remarkable production and camera work.

The car show marks the first time eBay Motors has ever run original entertainment content, unless you consider bidding on a rusty Ford Falcon to be entertainment. Come to think of it, many Drive On readers would. The show is made all the more watchable by the presence of Bell, a former 24 Hours of Le Mans winner and FIA GT2 world champion. Plus, he's an all-around nice guy.

Why did eBay do it?

"We know car fans are also avid mobile users, with 2,600 cars and 117,000 parts purchased on eBay mobile apps every week," said Steve Yankovich, vice president of mobile at eBay.

"Our goal is to interact with these enthusiasts on an even deeper level by providing compelling, meaningful content within the app itself, and also through the eBay Motors website."