



**SHIFT**

# Intangible Asset Acquisition Opportunity

Consumer-Centric Omnichannel Retailer for Buying  
& Selling Used Cars  
*Shift Technologies, Inc.*

Full Technology Stack Available  
Opportunity Exists to Serve as Stalking Horse Bidder

**Bid Deadline: February 1, 2024**  
**Auction: February 5, 2024**

## Contact Us

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# Opportunity & Available Assets

# SHIFT

Shift Technologies, Inc. is a consumer-centric omnichannel technology company on the leading edge of transformation in the used car industry. Shift leverages its disruptive and proprietary, machine learning-driven end-to-end e-commerce platform and retail locations to acquire and price used cars based on aggregated real-time market data, predicted sale prices, reconditioning requirements, and internal margin targets.

- *Proprietary Pricing Engine*
- *Shift Dealership: DTC E-Commerce Platform*
- *Shift Marketplace: Third-Party Marketplace*
- *Dealership Pricing Engine as a Service*
- *Legacy Fair Technologies Source Code*
- *U.S. Trademarks for "Shift" and "CarLotz"*
- *100+ Domain Names Including Shift.com, Fair.com, & CarLotz.com*
- *U.S. Issued Patent US10664808*

**FY22 Rev**  
**\$670M+**

**FY22 Units**  
**Sold 26K+**

**735K+ Avg**  
**Online Visitors**



The Shift technology was fully vertically integrated and provided robust business management and intelligence solutions for Shift and its B2B customers. A buyer may have the ability to acquire the entirety of Shift's codebase or to acquire the codebase enabling discreet modules of the platform. A strategic buyer could be uniquely positioned to capitalize on this significant groundwork and jump years and hundreds of millions of dollars of investment ahead in the industry.



**Contact Hilco Streambank at  
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To Learn More**



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Shift Technologies, Inc., together with certain of its affiliates, filed voluntary petitions for relief under chapter 11 of the Bankruptcy Code on October 9, 2023. The case is pending before the United State Bankruptcy Court for the Northern District of California, San Francisco Division. Case No. 23-30687 (HLB). Any potential designation of a stalking horse bidder, and any transaction related to the opportunity described herein, are subject to Bankruptcy Court approval.

**Parties interested in serving as a stalking horse bidder should contact Hilco Streambank immediately. The debtors, at their discretion, may soon designate one or more stalking horse bidders.**

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The logo for SHIFT, with the word "SHIFT" in a bold, italicized, teal-colored sans-serif font.