

who are bluecycle? introduction

Introduction

We are a stand-alone company with close ties to Norwich Union, the UK's largest insurer. Over the past four years, we have designed and applied new web-based systems that have dramatically improved the business of buying and selling business assets. The result is a secure and robust trading system that uses state of the art technology to maximum effect.

We bring buyers and sellers together in an automated environment that offers exceptional levels of value and convenience. And we have built in all the security, logistical backup and human help you need to allow you to trade with complete confidence.

auto salvage auctions

The largest of these is auto salvage. In just four years, we have changed the face of the vehicle salvage market in the UK. We set out to build a total service, from vehicle recovery and storage through to finalising the sale. We have now auctioned over 135,000 vehicles and built a large customer base of salvage buyers.

Our systems are custom-designed and backed up with a nation wide logistics network. Users can visit the online auction site and bid at any time of the day or night. All vehicles are shown clearly, with multiple images and full descriptions and damage reports, and are checked for outstanding finance issues. Bidding is simple, and payment is made online. The system is designed for maximum user convenience and high-volume sales.

e-tendering and e-claims

We also carry out e-tendering and e-claims on behalf of our business partners for non-salvage products and services. Through the web-based e-tendering process suppliers are invited to participate in a tender or reverse auction, leading to new levels of transparency and more competitive prices. Through e-claims, we provide replacements for write-off vehicles by using web-based reverse auctions to purchase the vehicles from a wide range of dealerships.

Our History

In 2000 bluecycle.com was created by Norwich Union to design and apply internet-based technology to the insurance industry. Our focus was on the disposal of distressed business assets including auto salvage. From the start, our objectives were clear. We set out to develop a credible and transparent marketplace that had benefits for both buyers and sellers, to bring new technological efficiency to the salvage disposal process and to generate higher returns for salvage sellers.

We have grown steadily and moved from milestone to milestone, constantly testing and improving the value and reliability of our systems, building ever bigger markets and growing into a lean, profitable company that understands the importance of strict budgets and keen margins. Our robust and trusted trading system uses the web to maximum effect and our dynamic programme of continual improvement keeps us at the cutting edge, making bluecycle.com a real dot.com success story.

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