



運輸署推出「拍牌易」網上車輛登記號碼拍賣平台提供一站式的拍賣車輛登記號碼流程，用戶只需註冊帳戶，選取心儀的車輛登記號碼，出價並提供有效的數碼簽署，即可輕鬆成功競投車牌。

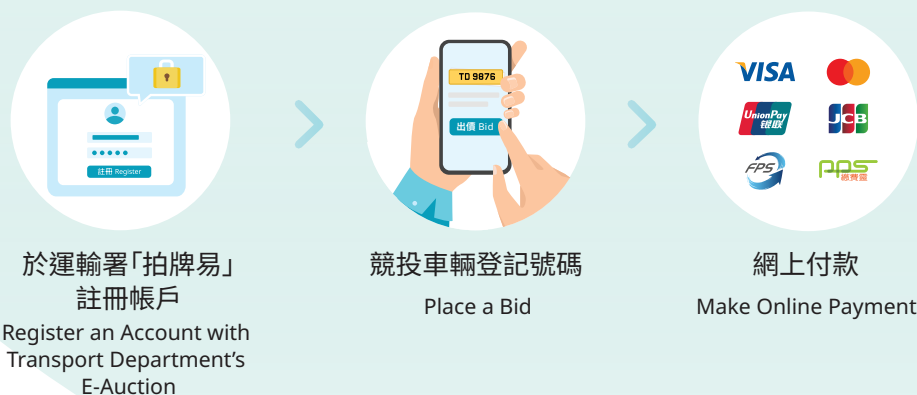
The Transport Department launched E-Auction, an online auction platform for vehicle registration marks (VRMs), to offer an one-stop auction process for VRMs. Users only need to register an account, select their desired VRMs, place a bid and provide a valid digital signature to bid for the registration mark easily.

# 拍牌易 · 好方便

E-Auction, Convenient to Use

# 先註冊 · 後競投

Register Before Bidding



掃描瀏覽專題網站  
Scan to visit the thematic website

由**2025年2月起**，普通車輛登記號碼將會透過「拍牌易」網上平台進行拍賣。  
Online auction of **ordinary vehicle registration marks** through E-Auction platform to start **from February 2025**.

競投人士必須**預先註冊**為「拍牌易」用戶。平台現已啟用及接受用戶註冊。

Bidders must **first register** as "E-Auction" user. The E-Auction platform has been launched for account registration.



e-auction-enquiry@td.gov.hk

<https://e-auction.td.gov.hk>

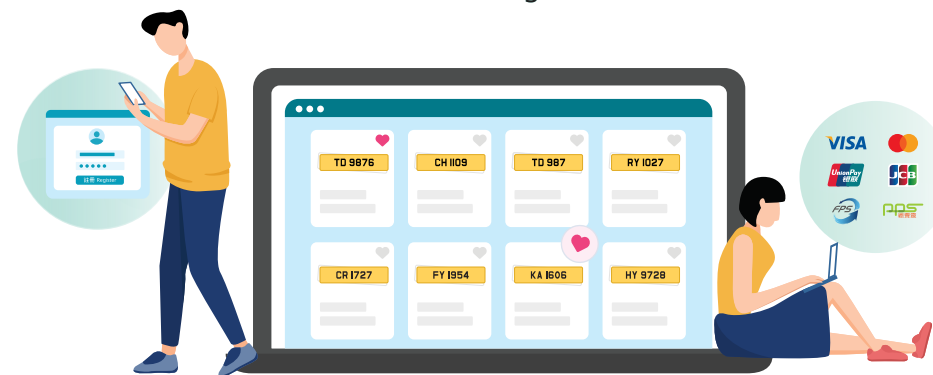
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服務時間：星期一至日及公眾假期（上午9時至下午6時）；拍賣期間最後一日（24小時）

Service Hours: Monday to Sunday and Public Holiday (9 am to 6 pm); Last day of the auction period (24 hours)

請注意：我們一般會以電話（回電號碼：(+852) 3402 5900）或電郵（e-auction-enquiry@td.gov.hk）回覆「拍牌易」的查詢、建議或投訴；如有需要發送短訊，只會以附有「#」號的「#TDAuction」發送人名稱發出，協助市民識別真偽，並不會就「拍牌易」的事宜發出附有超連結的短訊或電郵。

Attention: We will respond to enquiries, suggestions or complaints regarding E-Auction via telephone (callback number: (+852) 3402 5900) or email (e-auction-enquiry@td.gov.hk). If necessary, SMS messages will be issued only via the ID "#TDAuction" with the prefix "#" for easy authentication. No SMS messages or emails with hyperlinks regarding E-Auction will be sent by us.



## 服務介紹 Overview

「拍牌易」是由運輸署開發的全新智能拍賣平台，提供更有效率、便利及貼心易用的一站式的車輛登記號碼拍賣服務。

E-Auction is a brand new intelligent auction platform developed by the Transport Department. It offers a comprehensive and user-friendly vehicle registration mark auction service that is more efficient, convenient, and customer-oriented.

### 注意事項 Notice:



拍牌易只適用於普通車輛登記號碼。至於以「HK」或「XX」為首的登記號碼、特殊登記號碼和自訂車輛登記號碼，則沿用現時現場舉牌競投的方式拍賣。

E-Auction is only applicable to the auction of Ordinary Vehicle Registration Marks. Other registration marks starting with "HK"/"XX", special vehicle registration marks and personalized vehicle registration marks will continue to be auctioned in physical auction venues by paddle bidding method.



「拍牌易」啟用後，過去已繳交1,000元按金預留登記號碼以待拍賣的申請者，同樣須先登記成為「拍牌易」用戶並參與網上競投，否則所預留的登記號碼可能會以底價售予他人。

After the launch of "E-Auction", even you have paid a deposit of HK\$1,000 to the Transport Department to reserve the registration mark for auction, you shall also register and participate in the online bidding. Otherwise, the registration mark may be sold to another bidder at the reserve price of HK\$1,000.

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### 網上註冊 Online Registration

使用「智方便+」或電郵註冊帳戶。

Register with "iAM Smart+" or email.



2



### 提供 3 種競投方式 Offer 3 Bidding Methods

包括單次出價、拍賣期間自動出價及拍賣前預設自動出價。

Including Real-time Bid, Auto Bid (During Auction) and Pre-set Auto Bid (Before Auction).



掃描觀看拍賣教學

Scan to view the bidding tutorial video



3



多種電子付款方式 Multiple Electronic Payment Methods

## 帳戶註冊 Account Registration

請留意，無論你是否拍賣的車輛登記號碼的申請者，你必須先註冊成為用戶才可參與網上競投。

Please note that you must register to the platform in order to participate in the auction, even though you are the applicant having reserved the Vehicle Registration Mark.

### 兩種註冊方法 Two methods of registration:



### 「智方便+」註冊 Register with iAM Smart+

適用於香港身份證持有人 Applicable to Hong Kong Identity Card holders

推薦方式  
Recommended method



#### 註冊前請先預備 Prepare Before Registration:



下載「智方便」應用程式，註冊後將帳戶升級為「智方便+」

Download the "iAM Smart" app, register and upgrade your account to "iAM Smart+"



三個月內有效的本地地址證明

Proof of local address valid within 3 months

或  
or



### 電郵註冊 Email Registration



#### 註冊前請先預備 Prepare Before Registration:



由認可核證機構簽發的有效個人電子證書\*

Valid personal digital certificate issued by recognised Certification Authorities



三個月內有效的本地地址證明

Proof of local address valid within 3 months



#### 核對地址證明後 After Address Proof Verification



用戶須於指定時間親自前往運輸署指定地點進行身份驗證，詳細地址請查看網站

Visit the designated locations of the Transport Department for identity verification within the specific time. Please check the website for the detailed address.

\*現時認可核證機關分別為香港郵政核證機關及電子核證服務有限公司

The recognised certification authorities are Hongkong Post Certification Authority (HKPCA) and Digi-Sign respectively at present

掃描觀看註冊教學

Scan to view the registration tutorial video

