

Efficient Sorting in a Dynamic Adverse-Selection Model: Web Appendix

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1 Equilibrium under selling

1.1 Equilibrium Under Selling with Unobservable Vintages

There are only “new” and “old” cars; prices are p_n and p_u . Types $\theta \in [\theta_0, \bar{\theta}]$ buy new cars and keep only quality q_0 (i.e. sell as soon as car depreciates). Types $\theta \in [\theta_{01}, \theta_0]$ buy new cars and keep qualities q_0 and q_1 . Types $\theta \in [\theta_1, \theta_{01}]$ buy used cars, keep q_1 , and sell q_2 . It is convenient to denote masses of buyers as follows: $v_0 = 1 - F(\theta_0)$ is the mass of new car buyers who only keep q_0 ; $v_{01,0}$ (resp. $v_{01,1}$) is the mass of new car buyers who keep q_0 and q_1 and, in any given period (in steady state), happen to own a quality- q_0 (resp. q_1); it must be the case that $v_{01,0} + v_{01,1} = F(\theta_{01}) - F(\theta_0)$. Furthermore, let $v_{1,1}$ be the mass of types who buy used and happen to own a quality- q_1 car; finally, $v_{1,2}$ is the mass of buyers who buy used and happen to own a quality- q_2 ; it must be the case that $v_{1,1} + v_{1,2} = F(\theta_{01}) - F(\theta_1)$ and $1 - F(\theta_1) = Y$.

Now let φ denote the fraction of new cars that are bought by types who then only keep quality q_0 . We have

$$\begin{aligned} v_0 &= (1 - \gamma_0 \Delta)v_0 + v_{1,2} \gamma_2 \Delta \varphi \\ v_{01,0} &= (1 - \gamma_0 \Delta)v_{01,0} + v_{1,2} \gamma_2 \Delta (1 - \varphi) \\ v_{01,1} &= (1 - \gamma_1 \Delta)v_{01,1} + \gamma_0 \Delta v_{01,0} \\ v_{1,1} &= (1 - \gamma_1 \Delta)v_{1,1} + \gamma_0 \Delta v_0 \\ v_{1,2} &= (1 - \gamma_2 \Delta)v_{1,2} + \gamma_1 \Delta (v_{01,1} + v_{1,1}). \end{aligned}$$

To clarify: in steady state, the total mass of types θ who buy new and keep q_0 equals the mass of such individuals whose car did not die in the previous period, plus the mass of such individuals whose cars died in the previous period and was replaced by a new car; in particular, the steady-state flow of replacement cars equals the mass of cars that were in the hands of buyers who buy

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used, happened to hold a car of quality q_2 , and whose car died. An identical interpretation holds for $v_{01,0}$. The interpretation of $v_{01,1}$ is similar, but now the interpretation of the second term is different: the inflow of buyers into this category equals the mass of buyers who are also buying new and keeping q_0 and q_1 , who had a car of quality q_0 in the previous period, which however depreciated. For $v_{1,1}$, the second term represents the mass of cars held by consumers who buy new and keep only q_0 (these are the only used cars that enter the market at quality level q_1). Finally, for $v_{1,2}$, the second term has an analogous interpretation; the first is more noteworthy. Recall that, in the equilibrium we are trying to construct, cars of quality q_2 that do not depreciate (hence, die) are immediately sold; however, until they depreciate, they remain part of the pool of used cars. Hence the first term.

Rearranging terms and noting that $(v_0 + v_{01,0})\gamma_0\Delta = (v_{01,1} + v_{1,1})\gamma_1\Delta = v_{1,2}\gamma_2\Delta$ and $(v_0 + v_{01,0}) + (v_{01,1} + v_{1,1}) + v_{1,2} = Y$, we get $v_{1,2}\gamma_2(\gamma_0^{-1} + \gamma_1^{-1} + \gamma_2^{-1}) = Y$ and therefore

$$\begin{aligned} v_0 + v_{01,0} &= \frac{\gamma_0^{-1}}{\gamma_0^{-1} + \gamma_1^{-1} + \gamma_2^{-1}}Y \equiv \lambda_0 Y \\ v_{01,1} + v_{1,1} &= \frac{\gamma_1^{-1}}{\gamma_0^{-1} + \gamma_1^{-1} + \gamma_2^{-1}}Y \equiv \lambda_1 Y \\ v_{1,2} &= \frac{\gamma_2^{-1}}{\gamma_0^{-1} + \gamma_1^{-1} + \gamma_2^{-1}}Y \equiv \lambda_2 Y. \end{aligned}$$

Finally, taking into account the way each quality is split among each group,

$$\begin{aligned} v_0 &= \lambda_0 Y \varphi \\ v_{01,0} &= \lambda_0 Y (1 - \varphi) \\ v_{01,1} &= \lambda_1 Y (1 - \varphi) \\ v_{1,1} &= \lambda_1 Y \varphi \\ v_{1,2} &= \lambda_2 Y. \end{aligned}$$

Note that *these quantities are independent of Δ* . Moreover, the fraction of quality- q_0 cars owned by buyers who keep q_0 and q_1 is $\frac{\lambda_0}{\lambda_0 + \lambda_1} = \frac{\gamma_0^{-1}}{\gamma_0^{-1} + \gamma_1^{-1}} \equiv \varphi_0$, the fraction of quality- q_0 cars in the new market is $\frac{\lambda_0}{\lambda_0 + \lambda_1(1 - \varphi)} = \frac{\gamma_0^{-1}}{\gamma_0^{-1} + \gamma_1^{-1}(1 - \varphi)} \equiv \lambda_0^n$, and the fraction of quality- q_1 cars in the used market is $\frac{\lambda_1 \varphi}{\lambda_1 \varphi + \lambda_2} = \varphi_1$. All these quantities are also independent of Δ .

Turn now to the value functions. Consider buyers who participate in the used-car market. Recall they must keep q_1 and sell q_2 immediately (because there are some quality- q_1 cars in the used-car market, and the price they get for their car equals the price they pay for another used car). We must determine the fraction of quality- q_1 cars that are supplied in every period. Types $\theta \in [\theta_0, \bar{\theta}]$ sell quality- q_1 cars, so the fresh supply of this quality equals $v_0 \gamma_0 \Delta = \lambda_0 Y \varphi \gamma_0 \Delta$; on the other hand, the $v_{01,1}$ types $\theta \in [\theta_{01}, \theta_0]$ who held a quality- q_1 car in the previous period, which then depreciated, sell a mass $v_{01,1} \gamma_1 \Delta = \lambda_1 Y (1 - \varphi) \gamma_1 \Delta$ of quality- q_2 , cars. Furthermore, the $v_{1,2}$ types $\theta \in [\theta_1, \theta_{01}]$ who had a bad draw in the previous period, as well as the $v_{1,1}$ types in the same interval who had a quality- q_1 car in the previous period, which then depreciated, are also reselling

their cars on the used market. This adds $v_{1,1}\gamma_1\Delta + v_{1,2}(1 - \gamma_2\Delta) = \lambda_1 Y \varphi \gamma_1 \Delta + \lambda_2 Y (1 - \gamma_2 \Delta)$ cars (note that we must make sure that the cars offered do not die). Hence, the fraction of quality- q_1 used cars offered each period in vintage 1 is

$$\begin{aligned} & \frac{\lambda_0 Y \varphi \gamma_0 \Delta}{\lambda_0 Y \varphi \gamma_0 \Delta + \lambda_1 Y (1 - \varphi) \gamma_1 \Delta + \lambda_1 Y \varphi \gamma_1 \Delta + \lambda_2 Y (1 - \gamma_2 \Delta)} \\ = & \frac{\lambda_0 \varphi \gamma_0 \Delta}{\lambda_0 \varphi \gamma_0 \Delta + \lambda_1 \gamma_1 \Delta + \lambda_2 (1 - \gamma_2 \Delta)} \\ = & \frac{\lambda_0 \varphi \gamma_0 \Delta}{\lambda_0 \varphi \gamma_0 \Delta + \lambda_2} \equiv \varphi^u, \end{aligned}$$

using the fact that $\lambda_1 \gamma_1 = \lambda_2 \gamma_2$. Observe that φ^u *does* depend upon Δ . Note that the fraction of quality- q_1 used cars of at any point in time, φ_1 , will in general be different from φ^u , because cars of quality q_2 accumulate in the used-car market. Hence

$$\begin{aligned} V_u(\theta) &= -p_u + \varphi^u \left\{ \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta + e^{-\rho\Delta} [(1 - \gamma_1 \Delta) W_{u,1}(\theta) + \gamma_1 \Delta (p_u + V_u(\theta))] \right\} \\ &\quad + (1 - \varphi^u) \left\{ \frac{1 - e^{-\rho\Delta}}{\rho} q_2 \theta + e^{-\rho\Delta} [V_u(\theta) + (1 - \gamma_2 \Delta) p_u] \right\}, \\ W_{u,1}(\theta) &= \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta + e^{-\rho\Delta} \{(1 - \gamma_1 \Delta) W_{u,1}(\theta) + \gamma_1 \Delta [p_u + V_u(\theta)]\}. \end{aligned}$$

To clarify: if the used car is q_1 , then buyers enjoy it for one period; then, if it does not depreciate, they get the continuation value $W_{u,1}(\theta)$ determined by the assumption that the car is sold as soon as it depreciates. If the used car is q_2 , it is sold immediately, but one must take into account the fact that the car may still die (hence the buyer may be unable to resell it).

Next, consider $\theta \in [\theta_{01}, \theta_0]$. These buyers buy a new car, and sell it when it depreciates to q_2 . We must still keep track of the continuation values; however, now a new car is guaranteed to be of quality q_0 .

$$\begin{aligned} V_{n,01}(\theta) &= -p_n + \frac{1 - e^{-\rho\Delta}}{\rho} q_0 \theta + e^{-\rho\Delta} [(1 - \gamma_0 \Delta) W_{n,01,0}(\theta) + \gamma_0 \Delta W_{n,01,1}(\theta)] \\ W_{n,01,1}(\theta) &= \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta + e^{-\rho\Delta} \{(1 - \gamma_1 \Delta) W_{n,01,1}(\theta) + \gamma_1 \Delta [p_u + V_{n,01}(\theta)]\} \\ W_{n,01,0}(\theta) &= \frac{1 - e^{-\rho\Delta}}{\rho} q_0 \theta + e^{-\rho\Delta} \{(1 - \gamma_0 \Delta) W_{n,01,0}(\theta) + \gamma_0 \Delta W_{n,01,1}(\theta)\}. \end{aligned}$$

Finally, we consider buyers who buy new cars and keep q_0 .

$$\begin{aligned} V_{n,0}(\theta) &= -p_n + \frac{1 - e^{-\rho\Delta}}{\rho} q_0 \theta + e^{-\rho\Delta} \{(1 - \gamma_0 \Delta) W_{n,0}(\theta) + \gamma_0 \Delta [p_u + V_{n,0}(\theta)]\} \\ W_{n,0}(\theta) &= V_{n,0}(\theta) + p_n. \end{aligned}$$

To construct an equilibrium, consider an arbitrary $\varphi \in [0, 1]$: $\varphi = 1$ cannot yield an equilibrium, because it would induce an efficient allocation, which, by Theorem 1 and Proposition 1, is impossible. For each such φ , it is possible to choose prices p_u and p_n such that

$$V_u(\theta_1) = 0, \quad V_{n,01}(\theta_{01}) = V_u(\theta_{01}).$$

We now consider three cases. (1) If $V_{n,0}(\theta_0) < V_{n,01}(\theta_0)$ for all φ (recall that φ determines the cutoff θ_0), then in particular this is true for $\varphi = 0$, where $\theta_0 = \bar{\theta}$; this implies that, for $\varphi = 0$, $V_{n,0}(\theta) < V_{n,01}(\theta)$ for all θ (the argument requires a decomposition analogous to the one in the proof of Lemma 2). Hence $\varphi = 0$ yields the right incentives to all consumers types when they do not own a car.

(2) If $V_{n,0}(\theta_0) > V_{n,01}(\theta_0)$ for all values of φ , then in particular this is the case at $\varphi = 1$, where $\theta_0 = \theta_{01}$; for this value of φ , it is then the case that $V_{n,0}(\theta_0) > V_{n,01}(\theta_0) = V_u(\theta_0)$. Hence there exists a price $p'_n > p_n$ such that $V_{n,0}(\theta_0) = V_u(\theta_0) > V_{n,01}(\theta_0)$; that is, at the prices p'_n, p_u , all types $\theta \in [\theta_0 = \theta_{01}, \bar{\theta}]$ buy new cars and keep only q_0 , and types $\theta \in [\theta_1, \theta_0]$ buy used cars.

(3) If, finally, there exist φ, φ' such that at the corresponding prices and cutoff types θ_0, θ'_0 , $V_{n,0}(\theta_0) < V_{n,01}(\theta_0)$ and $V_{n,0}(\theta'_0) > V_{n,01}(\theta'_0)$, then by continuity there exists φ'' such that equality obtains.

Thus, in all three cases, for an appropriate choice of prices and $\varphi \in [0, 1]$, consumers follow the policies described above when they do not own a car; to complete the argument, we now show that they also do so when they already own a car (i.e. they adopt the “right” keeping policies).

The argument for consumers who experiment with used cars is straightforward: if they currently own quality q_1 (resp. q_2) given that their best continuation policy is to buy another used car, they can only do worse (resp. better) in expectation by selling their current car. Thus, turn to type θ_{01} , assuming that $\varphi < 1$ (otherwise this case is irrelevant). It is clear that this type should not keep a car of quality q_2 . If her current car instead is of quality q_1 , her continuation value is

$$\begin{aligned} W_{n,01,1}(\theta_{01}) &= \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta_{01} + e^{-\rho\Delta} \{(1 - \gamma_1 \Delta) W_{n,01,1}(\theta_{01}) + \gamma_1 \Delta [p_u + V_{n,01}(\theta_{01})]\} = \\ &= \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta_{01} + e^{-\rho\Delta} \{(1 - \gamma_1 \Delta) W_{n,01,1}(\theta_{01}) + \gamma_1 \Delta [p_u + V_u(\theta_{01})]\} = \\ &= W_u(\theta_{01}); \end{aligned}$$

if she instead sells her car, then she can get at most $p_u + V_{n,01}(\theta_{01}) = p_u + V_u(\theta_{01}) \leq W_u(\theta_{01})$. The inequality follows because the l.h.s. is the value of receiving a used car, which may be of quality q_1 or q_2 , and following the optimal keeping policy for used cars, whereas the r.h.s. is the value of receiving a car of quality q_1 , then following the same optimal keeping policy. Hence, type θ_{01} should keep a car of quality q_1 , and consequently she should also keep a car of quality q_0 . This implies that all other types in $[\theta_{01}, \theta_0]$ also have the correct incentives.

Finally, consider type θ_0 , assuming $\varphi > 0$ (otherwise this case is irrelevant). We must ensure that this type will be willing to sell quality q_1 . If she does, she obtains

$$p_u + V_{n,0}(\theta_0) = p_u + V_{n,01}(\theta_0) \geq W_{n,01,1}(\theta_{01}),$$

where the inequality follows because $p_u + V_{n,01}(\theta_0)$ is the value of receiving a car of quality q_0 , and keeping it until it depreciates to q_2 , then buying a new car and continuing with the same keeping policy. Since $V_{n,0}(\theta_{01}) = V_{n,01}(\theta_0)$, $W_{n,01,1}(\theta_{01})$ can equivalently be viewed as the value of keeping a car of quality q_1 until it depreciates, then reverting to the designated policy for type θ_0 . This shows that keeping q_1 is not a profitable deviation for type θ_0 , and concludes the proof.

1.2 Equilibrium Under Selling with Observable Vintages

Notation is approximately as above. Now types in $[\theta_0, \bar{\theta}]$ buy new (i.e. vintage 0) cars and keep only q_0 ; their mass is v_0 . Types in $[\theta_{01}, \theta_0]$ buy vintage 0 and keep q_0 and q_1 ; $v_{01,0}$ is the mass of such types who happen to own a quality- q_0 car, and $v_{01,1}$ is the mass of such types who own quality q_1 . Types in $[\theta_1, \theta_{01}]$ buy vintage 1 and keep only q_1 ; $v_{1,1}$ and $v_{1,2}$ denote the masses of such types who own qualities q_1 and q_2 respectively. Finally, types in $[\theta_2, \theta_1]$ buy vintage 2 and keep quality q_2 ; their mass is v_2 . We thus have, in steady state,

$$\begin{aligned} v_0 &= (1 - \gamma_0)v_0 + (v_2 + v_{1,2})\gamma_2\Delta\varphi \\ v_{01,0} &= (1 - \gamma_0\Delta)v_{01,0} + (v_2 + v_{1,2})\gamma_2\Delta(1 - \varphi) \\ v_{01,1} &= (1 - \gamma_1\Delta)v_{01,1} + v_{01,0}\gamma_0\Delta \\ v_{1,1} &= (1 - \gamma_1\Delta)v_{1,1} + v_0\gamma_0\Delta \\ v_{1,2} &= v_{01,1}\gamma_1\Delta \\ v_2 &= (1 - \gamma_2\Delta)v_2 + v_{1,1}\gamma_1\Delta + v_{1,2}(1 - \gamma_2\Delta). \end{aligned}$$

To clarify, quality- q_1 cars of vintage 1 are cars previously owned by types in $[\theta_0, \bar{\theta}]$ that have just depreciated; quality- q_2 cars of vintage 1 instead are cars that were discarded by types in $[\theta_{01}, \theta_0]$. The latter cars are immediately resold, and hence become of vintage 2, provided they do not die: this explains the third term in the r.h.s. of the last equation. The remaining cars of vintage 2 are either surviving vintage-2 cars or vintage-1 cars that have just depreciated from q_1 to q_2 .

We solve as above. In particular, $(v_0 + v_{01,0})\gamma_0\Delta = (v_2 + v_{1,2})\gamma_2\Delta$ and $(v_{01,1} + v_{1,1})\gamma_1\Delta = (v_2 + v_{1,2})\gamma_2\Delta$, and we obtain $v_0 + v_{01,0} = \lambda_0 Y$, $v_{01,1} + v_{1,1} = \lambda_1 Y$ and $v_{1,2} + v_2 = \lambda_2 Y$, with λ_i as above. Therefore

$$\begin{aligned} v_0 &= \lambda_0 Y \varphi \\ v_{01,0} &= \lambda_0 Y (1 - \varphi) \\ v_{01,1} &= \lambda_1 Y (1 - \varphi) \\ v_{1,1} &= \lambda_1 Y \varphi \\ v_{1,2} &= \lambda_1 Y (1 - \varphi) \gamma_1 \\ v_2 &= \lambda_2 Y - \lambda_2 Y (1 - \varphi) \gamma_2 \end{aligned}$$

(note that $\lambda_i \gamma_i = \lambda_j \gamma_j$ for all $i, j = 0, \dots, 2$). The fraction of quality- q_1 cars of vintage 1 is $\varphi_1 = \frac{\varphi}{\varphi + (1 - \varphi)\gamma_1\Delta}$, and the fraction of quality- q_0 cars in the hands of types $\theta \in [\theta_{01}, \theta_0]$ is $\varphi_0 = \frac{\lambda_0}{\lambda_0 + \lambda_1}$.

Turn now to value functions and prices. For types $\theta \in [\theta_2, \theta_1]$,

$$V_2(\theta) = -p_2 + \frac{1 - e^{-\rho\Delta}}{\rho} q_2 \theta + e^{-\rho\Delta} \{(1 - \gamma_2 \Delta)[V_2(\theta) + p_2] + \gamma_2 \Delta V_2(\theta)\}.$$

Next, consider $\theta \in [\theta_1, \theta_{01}]$. We must distinguish between buyers who currently own a quality- q_1 car, and those who currently own q_2 (and hence will immediately dispose of it). The key issue here is the composition of the supply of vintage-1 cars: $\lambda_0 Y \varphi \gamma_0 \Delta$ come from types $\theta \in [\theta_0, 1]$, and hence are of quality q_1 ; $\lambda_1 Y (1 - \varphi) \gamma_1 \Delta$ come from types $\theta \in [\theta_{01}, \theta_0]$, and hence are of quality q_2 . Therefore, the fraction of quality- q_1 cars supplied is

$$\frac{\lambda_0 Y \varphi \gamma_0 \Delta}{\lambda_0 Y \varphi \gamma_0 \Delta + \lambda_1 Y (1 - \varphi) \gamma_1 \Delta} = \frac{\varphi}{\varphi + 1 - \varphi} = \varphi,$$

where we use the fact that $\lambda_0 \gamma_0 = \lambda_1 \gamma_1$. Hence we can write

$$\begin{aligned} V_1(\theta) &= -p_1 + \varphi \left\{ \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta + e^{-\rho\Delta} [(1 - \gamma_1 \Delta) W_{1,1}(\theta) + \gamma_1 \Delta (V_1(\theta) + p_2)] \right\} \\ &\quad + (1 - \varphi) \left\{ \frac{1 - e^{-\rho\Delta}}{\rho} q_2 \theta + e^{-\rho\Delta} [V_1(\theta) + (1 - \gamma_2 \Delta) p_2] \right\} \\ W_{1,1}(\theta) &= \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta + e^{-\rho\Delta} \{(1 - \gamma_1 \Delta) W_{1,1}(\theta) + \gamma_1 \Delta [V_1(\theta) + p_2]\}. \end{aligned}$$

To clarify: consider a buyer who currently has no car. If she buys a vintage-1 car, with probability φ she gets q_1 ; $W_{1,1}(\theta)$ represents her continuation payoff, assuming the car does not depreciate at the end of the period. With probability $1 - \varphi$, she gets q_2 , in which case she sells the car immediately, provided the car does not die at the end of the period; note that, in any case, the buyer will purchase a vintage-1 car in the next period if her current car is of quality q_2 .

Now consider $\theta \in [\theta_{01}, \theta_0]$. Recall that these buyers sell their cars only when it depreciates to q_2 .

$$\begin{aligned} V_{01}(\theta) &= -p_0 + \frac{1 - e^{-\rho\Delta}}{\rho} q_0 \theta + e^{-\rho\Delta} [(1 - \gamma_0 \Delta) W_{01,0}(\theta) + \gamma_0 \Delta W_{01,1}(\theta)] \\ W_{01,1}(\theta) &= \frac{1 - e^{-\rho\Delta}}{\rho} q_1 \theta + e^{-\rho\Delta} \{(1 - \gamma_1 \Delta) W_{01,1}(\theta) + \gamma_1 \Delta [p_1 + V_{01}(\theta)]\} \\ W_{01,0}(\theta) &= \frac{1 - e^{-\rho\Delta}}{\rho} q_0 \theta + e^{-\rho\Delta} [(1 - \gamma_0 \Delta) W_{01,0}(\theta) + \gamma_0 \Delta W_{01,1}(\theta)] \end{aligned}$$

Note that the problem is exactly the same as the problem faced by consumers $\theta \in [\theta_{01}, \theta_0]$ in the no-vintages case: simply let $p_0 = p_n$ and $p_1 = p_u$.

Finally, $V_0(\theta)$ is exactly like $V_{n,0}$ in the no-vintage case:

$$\begin{aligned} V_0(\theta) &= -p_0 + \frac{1 - e^{-\rho\Delta}}{\rho} q_0 \theta + e^{-\rho\Delta} \{(1 - \gamma_0 \Delta) W_0(\theta) + \gamma_0 \Delta [p_1 + V_0(\theta)]\} \\ W_0(\theta) &= V_0(\theta) + p_1. \end{aligned}$$

To establish the existence of an equilibrium, we proceed as in the case of unobservable vintages. For every value of $\varphi \in [0, 1]$, we can determine p_0, p_1, p_2 via the indifference conditions

$$V_2(\theta_2) = 0, \quad V_1(\theta_1) = V_2(\theta_1), \quad V_{01}(\theta_{01}) = V_1(\theta_{01}).$$

However, Theorem 1 and Proposition 1 imply that $\varphi = 1$ cannot correspond to an equilibrium, because it implies efficiency. Furthermore, the proof of Theorem 1 shows that, at $\varphi = 1$, type $\theta_{01} = \theta_0$ will strictly prefer to keep quality q_1 rather than resell her current car and buy another vintage-0 car. This easily implies that, for $\varphi = 1$, $V_0(\theta_0) < V_{01}(\theta_0)$. Hence, we only need to consider two cases: if $V_0(\theta_0) > V_{01}(\theta_0)$ for all φ , then $\varphi = 0$ yields the right incentives when consumers do not own a car; otherwise, $V_0(\theta_0) = V_{01}(\theta_0)$ for some $\varphi \in [0, 1]$.

Incentives when consumers already own a car are verified as in the case of unobservable vintages, so the proof is omitted.

2 Omitted Proofs

2.1 Proof of Lemma 1

Note first that, by Eqs. (15), one can write

$$v^n = \begin{bmatrix} \gamma_{n,n}(\Delta) & 0 & \dots & 0 \\ 0 & 0 & \dots & 0 \\ \dots & \dots & \dots & \dots \\ 0 & 0 & \dots & 0 \end{bmatrix} v^n + A_{n-1,n} v^{n-1}$$

for all $n = 1, \dots, N$, where $v^n = [v_n^n, \dots, v_N^n]'$ and

$$A_{n-1,n} = \begin{bmatrix} \gamma_{n-1,n}\Delta & \gamma_{n,n}(\Delta) & 0 & \dots & \dots & 0 \\ \gamma_{n-1,n+1}\Delta & \gamma_{n,n+1}\Delta & \gamma_{n+1,n+1}(\Delta) & 0 & \dots & 0 \\ \dots & \dots & \dots & \dots & \dots & \dots \\ \gamma_{n-1,N}\Delta & \gamma_{n,N}\Delta & \gamma_{n+1,N}\Delta & \dots & \dots & \gamma_{N,N}(\Delta) \end{bmatrix}.$$

Next, since $\gamma_{n,n}(\Delta) = 1 - G_{n,n+1}\Delta$,

$$\begin{aligned} 1' A_{n-1,n} v^{n-1} &= [G_{n-1,n}\Delta - \gamma_{n-1,N+1}\Delta \quad 1 - \gamma_{n,N+1}\Delta \quad \dots \quad 1 - \gamma_{N,N+1}\Delta] v^{n-1} = \\ &= -\gamma_{n-1,n-1}(\Delta) v_{n-1}^{n-1} + \sum_{m=n-1}^N (1 - \gamma_{m,N+1}\Delta) v_m^{n-1} = \\ &= -\gamma_{n-1,n-1}(\Delta) v_{n-1}^{n-1} + 1' v^{n-1} - \sum_{m=n-1}^N \gamma_{m,N+1}\Delta v_m^{n-1} \end{aligned}$$

and hence

$$\begin{aligned} 1'v^n - \gamma_{n,n}(\Delta)v_n^n &= 1'v^{n-1} - \gamma_{n-1,n-1}(\Delta)v_{n-1}^{n-1} - \sum_{m=n-1}^N \gamma_{m,N+1}\Delta v_m^{n-1} = \\ &= 1'v^0 - \gamma_{0,0}(\Delta)v_0^0 - \sum_{\ell=0}^{n-1} \sum_{k=\ell}^N \gamma_{k,N+1}\Delta v_k^\ell. \end{aligned}$$

In particular, since vintage- N cars can only have quality q_N , $1'v^N = v_N^N$ and $G_{N,N+1} = \gamma_{N,N+1}$ and therefore also $\gamma_{N,N}(\Delta) = 1 - \gamma_{N,N+1}\Delta$. Hence

$$\gamma_{N,N+1}\Delta v^N = 1'v^N - \gamma_{N,N}(\Delta)v_N^N = 1'v^0 - \gamma_{0,0}(\Delta)v_0^0 - \sum_{\ell=0}^{N-1} \sum_{k=\ell}^N \gamma_{k,N+1}\Delta v_k^\ell$$

and therefore

$$\sum_{\ell=0}^N \sum_{k=\ell}^N \gamma_{k,N+1}\Delta v_k^\ell = 1'v^0 - \gamma_{0,0}(\Delta)v_0^0 = y.$$

This shows that, if the quantities v_m^n are defined via equation (15), they automatically satisfy equation (16). It is also easy to see that $v_n^n \geq (\prod_{\ell=1}^n \gamma_{\ell-1,\ell}) \chi_0 y$; furthermore, $v_m^n = 0$ if $y = 0$. Hence, as long as $\chi_0 > 0$, there exists y^* such that equation (17), too, is satisfied.

To prove the second part of the claim, note first that all quantities v_m^n are bounded, so $y \rightarrow 0$ as $\Delta \rightarrow 0$. This immediately implies that $v_m^0 \rightarrow 0$ for $m > 0$; proceeding by induction, assume that we have shown $v_m^{n-1} \rightarrow 0$ for $m > n-1$: then the last line of equation (15) implies that $v_m^n \rightarrow 0$ as well for $m > n$ (in particular, the terms in the summation corresponding to $\ell = n-1$ vanish because v_{n-1}^{n-1} is bounded). Furthermore, it is clear that $v_n^* = \sum_{\ell=0}^n v_n^\ell$ for all Δ ; therefore, $|v_n^* - v_n^n| = |v_n^* - \sum_{\ell=0}^n v_n^\ell + \sum_{\ell=0}^n v_n^\ell - v_n^n| = \left| 0 + \sum_{\ell=0}^{n-1} v_n^\ell \right| \rightarrow 0$ as $\Delta \rightarrow 0$.

2.2 Proof of Lemma 4

From equation (19), the claim is clearly true for $n = 0$. For $n > 0$, note first that the denominator of λ_m^n can be rewritten as follows:

$$\begin{aligned} \sum_{k=n}^N \left(\sum_{\ell=n-1}^{k-1} \gamma_{\ell,k}\Delta v_\ell^{n-1} + \gamma_{k,k}(\Delta)v_k^{n-1} \right) &= \sum_{\ell=n-1}^{N-1} \sum_{k=\ell}^N \gamma_{\ell,k}\Delta v_\ell^{n-1} + \sum_{\ell=n}^N \gamma_{\ell,\ell}(\Delta)v_\ell^{n-1} \\ &= \sum_{\ell=n-1}^{N-1} G_{\ell,\ell+1}\Delta v_\ell^{n-1} + \sum_{\ell=n}^N \gamma_{\ell,\ell}(\Delta)v_\ell^{n-1} \\ &= G_{n-1,n}\Delta v_{n-1}^{n-1} + \sum_{\ell=n}^N v_\ell^{n-1}. \end{aligned}$$

Accordingly, rewrite λ_n^n as follows:

$$\begin{aligned}\lambda_n^n &= \frac{\gamma_{n-1,n}\Delta v_{n-1}^{n-1} + \gamma_{n,n}(\Delta)v_n^{n-1}}{G_{n-1,n}\Delta v_{n-1}^{n-1} + \sum_{\ell=n}^N v_\ell^{n-1}} \\ &= \frac{\gamma_{n-1,n}v_{n-1}^{n-1} + \gamma_{n,n}(\Delta)\frac{v_n^{n-1}}{\Delta}}{G_{n-1,n}v_{n-1}^{n-1} + \sum_{\ell=n}^N \frac{v_\ell^{n-1}}{\Delta}}.\end{aligned}$$

Now Lemma 1 shows that $v_{n-1}^{n-1} \rightarrow v_{n-1}^* > 0$ as $\Delta \rightarrow 0$. Furthermore, we claim that $\sup_{\Delta>0} \frac{v_m^n}{\Delta} < \infty$ for all n and $m > n$. To see this, observe first that, from equations (16) and (17),

$$\frac{y}{\Delta} = \sum_{\ell=0}^N \sum_{k=\ell}^N \gamma_{k,N+1} v_k^\ell \leq \sum_{\ell=0}^N \sum_{k=\ell}^N v_k^\ell = Y < 1;$$

since $v_m^0 = \chi_m y$ for $m > 0$, this immediately implies that the claim is true for $n = 0$. Assuming that it is true for $n - 1 \geq 0$, for $m > n$, equation (15) implies that

$$\frac{v_m^n}{\Delta} = \sum_{\ell=n-1}^{m-1} \gamma_{\ell,m} v_\ell^{n-1} + \gamma_{m,m}(\Delta) \frac{v_m^{n-1}}{\Delta}$$

and the induction hypothesis implies that $\sup_{\Delta>0} \frac{v_m^{n-1}}{\Delta} < \infty$; since $\gamma_{m,m}(\Delta) \rightarrow 1$, the claim is true for n as well.

The proof of the Lemma can now be completed: we have

$$\begin{aligned}\lambda_n^n &\geq \frac{\gamma_{n-1,n}v_{n-1}^{n-1}}{G_{n-1,n}v_{n-1}^{n-1} + \sum_{\ell=n}^N \frac{v_\ell^{n-1}}{\Delta}} \\ &\geq \frac{\gamma_{n-1,n}v_{n-1}^{n-1}}{G_{n-1,n}v_{n-1}^{n-1} + \sum_{\ell=n}^N \sup_{\Delta>0} \frac{v_\ell^{n-1}}{\Delta}} \\ &\rightarrow \frac{\gamma_{n-1,n}v_{n-1}^*}{G_{n-1,n}v_{n-1}^* + \sum_{\ell=n}^N \sup_{\Delta>0} \frac{v_\ell^{n-1}}{\Delta}} > 0,\end{aligned}$$

and the claim follows.