

The World's Greatest Classic Car Auction... On Track to Exceed Last Year's Record



The Barrett-Jackson Auction Company of Scottsdale historically attracts the highest quality classic and collector cars to its January auction at WestWorld. Visit January 12-19 to see a broad cross-section of American and European classic and sports cars, as well as custom rods, rare muscle cars, performance cars and exotics.

Collector car enthusiasts are demonstrating their confidence in the market early this year, by registering as consigners and bidders ahead of last year's pace. Many hundreds of potential sellers apply to list their vehicles, and by early October, 330 vehicles had already met Barrett-Jackson's stringent criteria and had been officially accepted for the auction. Total participation is capped at 800 cars for 2003.

Rare automobiles are often auctioned with a reserve price, a minimum below which the vehicle will not sell, and which is kept confidential until the reserve level is met (or sometimes dropped, as sellers too can get caught up in auction frenzy!). The exceptionally high confidence level in the quality of Barrett-Jackson auctioneers and bidders has led this year to fully 83

percent of the vehicles consigned so far being listed with No Reserve. Selling a car at No Reserve is "a huge leap of faith," according to Craig Jackson, president of Barrett-Jackson Auction Company.

In addition to a record pace of consignments, qualified bidder pre-registration is up 65 percent from last year. Put these numbers together, and this year promises to offer an extremely exciting event for participants and spectators alike.

Presented by the Dodge-Chrysler-Jeep brands of DaimlerChrysler, the auction at Barrett-Jackson Scottsdale 2003 will be aired live on the SPEED Channel. Arizonans can go one step better, though, by showing up in person to enjoy the hundreds of cars, the excitement of the crowds (with always a few celebrities), vendor booths offering food, automobilia, art and even some general interest wares such as real estate, watches and high-end home furnishings.

A Golf Classic, Designer Fashion Show (invitation only) and Showcase Pavilion & Lifestyle Expo round out the event.

For more information, see the January/February issue of *Arizona Driver*, or visit the event at www.barrett-jackson.com ■

■ Barrett-Jackson is famous for classics like the Mercedes above, but also offers a full complement of muscle cars and exotics such as the Saleen S7 below, from the 2002 event.

