

# Classic Hemi and hot rods rock the house as Classic Car Auction sales soar to \$38.5 million



**B**arrett-Jackson Auction Company announces their most successful car auction to date, with record-breaking sales in world-class street rods, muscle, sports and classic cars during the four-day 33rd annual Barrett-Jackson Classic Car Auction, presented by Dodge-Chrysler-Jeep. Barrett-Jackson reaffirmed the viability of investing in classic cars, with an estimated \$38.5 million in sales, eclipsing the \$28.5 million record set at the 2003 auction. Of the 762 cars that crossed the auction block during the four days, 744 cars were purchased, a world record 98% sales percentage.

Despite inclement weather, attendance at the 2004 event was equally record-setting with an estimated 185,000 people attending over the four-day event, up over the 2003 attendance of approximately 175,000. In addition, SPEED Channel broadcast an extended 15 hours of live auction coverage.

Headlining the top auction sales was a

world-class, award-winning 1938 Lincoln Zephyr V-12 Coupe Street Rod, which sold for \$432,000 dollars. In addition, an unrivaled selection of Hemi-powered automobiles, street rods, muscle cars, classic and pedigree European sports cars were sold on the auction block at the 33rd annual edition of what is internationally established as the 'The World's Greatest Classic Car Auction.'

Barrett-Jackson President Craig Jackson explained that from an investor standpoint, the quality and desirability of the cars is definitive. He stated that the success of the Barrett-Jackson Auction is a direct result of a well-thought-out strategy beginning with the ability to consign the most desirable and sought-after cars.

The auction is a lifestyle event, featuring a fashion show, opening night charity Gala and an exhibit pavilion with classic automobilia, jewelry, celebrity collectables and a myriad other vendors.

Among the celebrity attendees who

were either bidding or selling cars at this year's auction were Jeff Probst, host of the hit TV series "Survivor", Jason Lewis from HBO's "Sex in the City," actor Tim Allen (who purchased an award winning custom 1956 F100 Ford pick-up with a blown 426 Hemi), 1998 Playboy Playmate Of The Year Karen McDougal (selling her 1966 Ford GT40 coupe recreation), Denver Bronco quarterback Jake Plummer, NHL Phoenix Coyote captain Shane Doan, Baseball Hall of Famer Reggie Jackson, and music artists Bob Seger and George Benson. A variety of American automotive design icons such as Carroll Shelby with his wife Cleo, Reeves Callaway and former General Motor's design chief Wayne Cherry also attended the auction. Although not auctioned at this year's event and following a great deal of fanfare, Michael Jackson's 2001 Bentley was displayed throughout the weekend and will be sold at a future Barrett-Jackson event. ■

