



# 2nd annual event has 99% sell-through rate

## Cup Competition draws the best of the best



# Barrett-Jackson

THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS™

2014 Barrett-Jackson Cup becomes Hot August Night staple; Good Guys, AMBR and Ridler winners among "Reno Five" finalists; 1957 Chevrolet Pickup named grand prize winner

2014 Barrett-Jackson Hot August Nights Reno/Lake Tahoe Auction has over \$11 million in sales, a 99 percent sell-through rate, more bidders and consignors during its three-day run at the Reno-Sparks Convention Center

In just its second year as part of Hot August Nights in Reno, Barrett-Jackson has made its way right into the heart of America's largest custom and hot rod community celebration.

Over three days, Barrett-Jackson delivered its trademark excitement during its 2nd Annual Hot August Nights Auction at Reno-Sparks Convention Center in Reno, Nevada, selling 342 vehicles and more than 300 collectible automobilia pieces for more than \$11 million in sales, at an incredible 99 percent sell-through rate.

The Barrett-Jackson Cup competition returned to Reno along with the auction. This has become one of the most anticipated collector car competitions on the circuit, boasting over \$110,000 in cash and prizes—the hobby's largest.

### Barrett-Jackson Cup competition 2014

Barrett-Jackson's partnership with the world's premier classic car and nostalgia festival, Hot August Nights, began just last year. The Barrett-Jackson Cup was one of the most popular elements of that first year. The 2013 winner was a custom 1969 Ford Torino built by Troy and Jack Trepanier of Rad Rides by Troy. It was a highlight moment when Jack Trepanier, a keystone in the collector car community, accepted the award. Sadly, Jack passed away in March of this year, so Barrett-Jackson dedicated the 2014 Barrett-Jackson Cup in his honor.

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### BARRETT-JACKSON CUP "RENO FIVE" FINALISTS

**GRAND PRIZE WINNER:** This '57 Chevrolet pickup built by Jason Smith at Hot Rod Garage—a 2013 "Great 8 Truck" at the Detroit Autorama—has a 3-inch top chop, 540-cu.in. big block with Crowder "Stack" EFI and one-off billet wheels and trim. The interior by CAR Upholstery has subtle 1961 Impala styling cues. Each body panel was modified, smoothed and finished in Sherwin Williams paint.

**FIRST RUNNER-UP:** Built by Hot Rods by JSK, this '32 Ford four-door is featured on *Street Rodder's* August 2014 cover. It boasts an early 1950s race car theme, with Sprint Car steering, modified vintage drum brakes and a bored and stroked Ford Thunderbird Y block V8. A vintage Hilborn intake was converted to EFI, and a 5-speed manual feeds a quick-change rear axle. Body and frame are handmade with suicide doors and with B-pillars eliminated. The interior is hand-stitched "baseball glove" leather by Paul Atkins. It is the winner of the 2014 Street Rod of the Year and 2014 "Great 8 Car" in Detroit.

**SECOND RUNNER-UP:** This '34 Chevrolet Phaeton was designed by Chip Foose and built by the winner of the inaugural Barrett-Jackson Cup, Rad Rides by Troy. It features a modified Roadster Shop Chassis with "Heidt's" independent suspension all around. Under the hood, the GM Performance 383 Ram Jet engine with EFI was modified to look like a vintage 1957 Rochester unit. It is shod with CNC machined wheels by Curtis Speed and includes stitched art-deco red leather upholstery by Rad Rides.

**THIRD RUNNER-UP:** This 1964 Buick Riviera by J.F. Launier—2014 Ridler Award Winner at the Detroit Autorama—was hand-built from a \$300 "parts car" rusted hulk body. The rear window and deck are grafted from a later "boat tail" Riviera. Under the hood are two rear-mounted turbochargers that feed a 6.2L Chevy V8 via a massive intake tube that runs through the cockpit. A custom-built perimeter chassis gives the car its low, wide stance. It rides on billet wheels, and its hand-made interior has been converted to a two-seat sports car layout. The theme draws attention to its rear-mounted turbos.

**FOURTH RUNNER-UP:** Built by Miranda Built, this '67 Nova has a twin turbo NASCAR small block Chevy engine, with RideTech pro-touring suspension controlled by an iPad. It rides on Budnik Gasser D wheels. Its paint job, a unique orange "metalized" finish, was performed by Charley Hutton. It is a 2014 Goodguys Street Machine of the Year winner and a 2014 Detroit Autorama "Great 8" finalist.

## Where the roads are dry and the cars are slick.



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Judges Bobby Alloway, Pete Chapouris and Bob Millard first chose 25 cars from the downtown Reno "Show and Shine" car shows. These vehicles were then displayed in downtown Reno, from which five top finalists advanced to a ceremony at the Barrett-Jackson Auction arena.

"The quality of workmanship of the cars in this year's Barrett-Jackson Cup competition was unbelievable," said Pete Chapouris, Barrett-Jackson Cup judge and president of SO-CAL Speed Shop. "Selecting the final five cars was immensely difficult. Competition was fierce, and I expect it will only become more competitive as the Cup grows in popularity. We're already hearing about people building cars specifically for this competition. I believe the Barrett-Jackson Cup is on track to be the 'Pebble Beach' of the American collector car community."

This year, entries included many national trophy winners, with the "Reno Five" finalists being among the collector car industry's most coveted customs and hot rods. The grand prize winner was awarded the Barrett-Jackson Cup in front of an unprecedented TV audience of more than 100,000,000 homes, during live auction coverage.

"In only its second year, the Barrett-Jackson Cup competition has become an important part of the collector car culture," said Steve Davis, president of Barrett-Jackson. "But we also had an extraordinary selection of customs and street rods lined up for our auction. In addition to the eclectic mix of collector cars, we put a special emphasis on hot rods and customs that crossed our block. We're excited to be able to shine the spotlight on this uniquely American segment of the collector car hobby through our auction and national television coverage."

### Barrett-Jackson Reno auction 2014

Barrett-Jackson continued to cultivate the hobby by attracting a large number of bidders to the Hot August Nights Reno/Lake Tahoe auction. A healthy offering of entry-level to midrange vehicles was one of the keys to the auction's success.

"The collector car hobby is thriving, and Barrett-Jackson is the catalyst," said Craig Jackson, chairman and CEO of Barrett-Jackson. "While we continue to offer top-tier cars for seasoned, high profile collectors, who were involved in some

spirited bidding, our diverse docket attracts enthusiasts of all ages and levels. An overwhelming percentage of vehicles were sold at No Reserve, which means that honest market values were set this weekend in Reno at Barrett-Jackson."

Jackson again emphasizes the importance of the Barrett-Jackson Cup competition in the overall scheme of things. "The success of our Hot August Nights event demonstrates that Barrett-Jackson continues to be the catalyst for growth in all sectors of the collector car hobby," he said. "Car collecting is a lifestyle, which was evident by the excitement across Reno for the Barrett-Jackson Cup competition. Never before has one collector car event hosted so many of the nation's award winning hot rods and customs under one roof. With the largest prizes in history, the Barrett-Jackson Cup has become the most coveted award among custom and hot rod owners."

### \$100,000 raised for charity

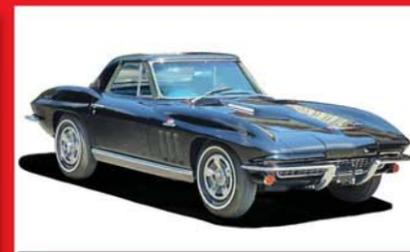
Barrett-Jackson has a long tradition of raising money for charity. In Reno, Ford Motor Company and the Darrell Gwynn Foundation auctioned a 2014 Ford Transit Connect Titanium, which will be modified by MobilityWorks for customers who are restricted to a wheelchair. The sale raised \$100,000, which will be used by the Darrell Gwynn Foundation to put more children with disabilities into wheelchairs.

### Hot August Nights

Hot August Nights, a non-profit organization, annually draws hundreds of thousands of spectators and participants to northern Nevada from all over the world to revel in nostalgia, with top entertainers from the '50s and '60s, show-n-shines, controlled cruises and more.

### Barrett-Jackson Auction Company

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson specializes in products and services for classic and collector car owners and enthusiasts around the world. The company produces events in Scottsdale in January, Palm Beach FL in spring, Reno/Lake Tahoe in August and Las Vegas in September. Barrett-Jackson also endorses collector car insurance offerings for vehicles and other valued belongings. For more information, visit [www.barrett-jackson.com](http://www.barrett-jackson.com). ■



### TOP 10 BARRETT-JACKSON SALES AT RENO (HAMMER PRICE)

2014 Ford Transit Connect TTN Wagon Van.....(Lot #3000 – for charity)	\$100,000
1933 Ford Custom 2-door Coupe.....(Lot #728)	\$100,000
1932 Ford Custom Roadster.....(Lot #753)	\$100,000
1967 Ford Mustang Custom Fastback.....(Lot #767)	\$89,000
1961 Chevrolet Corvette Convertible.....(Lot #761)	\$80,000
1931 Ford Custom Vicky.....(Lot #421)	\$80,000
1952 Cadillac Custom Topless Roadster.....(Lot #7001)	\$80,000
1966 Chevrolet Corvette Convertible.....(Lot #730)	\$76,000
1971 Chevrolet C-10 Custom Pickup.....(Lot #699)	\$75,000
1965 Chevrolet Corvette Convertible.....(Lot #765)	\$75,000