

Barrett-Jackson 13th Annual Palm Beach Auction April 17-19, 2015

Records for sales and attendance at Florida event

Barrett-Jackson set multiple records at its 13th Annual Palm Beach auction in Palm Beach, Florida, held in late April at the South Florida Fairgrounds. The event generated sales of over \$22 million at a near-perfect sell-through rate of 98.3%, presenting 526 vehicles to over 1,000 bidders before a record crowd of more than 60,000 people. These numbers represented a dramatic increase of 28 percent in bidders and 30 percent in spectators over 2014.

HIGHLIGHTS

▼ **Charity:** As always with Barrett-Jackson, several vehicles were sold to benefit non-profit organizations, with 100 percent of the nearly \$1 million raised going to support veterans', children's and other charities.

GM specially built 2015 Chevrolet Camaro COPO Race Car VIN #001 (Lot #3003, shown at upper right), which sold for \$300,000 to benefit the Achilles Freedom Team. Philanthropists and world-renowned car collectors Jeanette and John Staluppi donated an additional \$100,000 to support that cause.

A 2016 Cadillac CT6 Sedan (Lot #3001) sold for \$200,000 to benefit the Karmanos Cancer Institute, and a one-of-kind Tony Stewart "Smoke" Edition 1969 Chevelle (Lot #3000) sold for \$75,000, benefitting the Darrell Gwynn Foundation.

WWE Hall of Famer Hulk Hogan was on hand, ripping off his shirt to help raise \$150,000 with a '69 Chevrolet Camaro Z/28 (Lot #3003.1) donated by Torque Sports and Performance and benefitting three charities: Connor's Cure, A HERO Team and The Grace Project.

▼ **Volkswagen beetle record:** "Herbie," a 1963 Volkswagen beetle sunroof sedan (Lot #394, center photos), broke the world record for Volkswagen beetles when it sold without reserve for \$126,500 in Palm Beach. This is an authentic "Herbie" from the Disney movies, last used in *Herbie Goes Bananas* and previously known as the "oil-squirting car" in *Herbie Goes to Monte Carlo*. After stints in two Hollywood museums, the car was restored to match its *Monte Carlo* details. Unlike some other "Herbie" Hollywood beetles, this one was used in actual driving scenes, and its interior also shows in the films.

▼ **Buick GNX record:** A 1987 Buick Grand National GNX (Lot #387, bottom photo) set a world record, selling at \$165,000 with no reserve. For the Buick Grand National's final year, just 547 copies were sent to McLaren and upgraded with a turbocharged, inter-



cooled, ceramic-impeller-blown V6 pushing a conservatively estimated 276 hp and 360 lb-ft of torque, good for a 0-to-60 time of 4.3 seconds and a 13.2-second quarter mile—powerful numbers for a production car of that vintage. The copy auctioned at Palm Beach was number 385 and had just 362 actual miles on its clock. It was so showroom-new, the interior still had its plastic seat coverings in place. The car included original books, manuals, paperwork and the original window sticker, as well as a complete history. The new owner will have a tough time deciding whether to preserve these low miles or take it out and open it up.

Up next for Barrett-Jackson:

- Barrett-Jackson's next event is the 3rd Annual Reno/Tahoe Hot August Nights Auction, held August 6-8, 2015, at the Reno-Sparks Convention Center and broadcast in live, high-definition TV on Velocity and Discovery.
- The 8th Annual Barrett-Jackson Las Vegas Auction will be held September 24-26, 2015, at the Mandalay Bay Event Center.
- Barrett-Jackson will then start prepping for their 2016 season, opening with their 45th Annual Barrett-Jackson Scottsdale Collector Car Auction in January.
- www.barrett-jackson.com