

Barrett-Jackson

3rd Annual Reno-Tahoe
Hot August Nights Auction

August 6-8, 2015: Reno-Sparks Convention Center

Phenomenal 100 percent sell-through

Barrett-Jackson delivered another record-smashing combination of event, charity and auction action in just its third year in Reno-Tahoe, Nevada in August, held to coincide with the long-running, world famous Hot August Nights event in The Biggest Little City. The event brags \$9.5 million in sales, at a remarkable 100 percent sell-through rate, and attendance shattered their overall and one-day Reno records.

Charity

A big part of any Barrett-Jackson auction is always its significant contribution to both local and national charities. They thank the really big hearts involved in this mix, those in the collector car community who donate and who bid. To date, Barrett-Jackson has raised more than \$84 million for worthy local and national charities.

A total of \$417,000 was raised in Reno-Tahoe this year, every penny of which goes directly to the charitable organizations. Five vehicles rolled across the block for charity:

▼ A 1957 Willys Jeep (Lot #3000, shown at right) brought in \$50,000 for the High Fives Non-Profit Foundation's Marines to the Mountains program, which brings Marines injured in service to Squaw Valley for a once-in-a-lifetime skiing experience.

▼ With the help of Tara Conner, Miss USA 2006, a 1970 Toyota Land Cruiser FJ-40 (Lot #3000.1) brought \$20,000 to benefit Transforming Youth Recovery, created in 2013 by the Stacie Mathewson Foundation in Reno, supporting educators, parents and community members in helping students recovering from addiction to a thriving life.

▼ A 1965 Comet Caliente (Lot #3001) donated by Barrett-Jackson content partner Craftsman brought \$100,000 to the Special Operations Warrior Foundation, which provides funds for a post-secondary education to the surviving children of Army, Navy, Air Force and Marine Corps special operations troops killed in the line of duty.

▼ A 2014 Victory Cross Country 8-Ball Custom Motorcycle (Lot #3002) raised \$122,000 for Ride 2



Recovery, for Spinning Recovery Labs' outdoor cycling programs at military and VA locations.

▼ A 2014 Bennington 2575 QCW 10 Luxury Boat and Sport Boat Trailer (Lot #3003) raised \$125,000 for the Foundation for Exceptional Warriors, providing veterans cost-free recreational opportunities.

Rhys Millen Drifting

The whole Barrett-Jackson Reno-Tahoe Hot August Nights experience starts in the streets of Reno. To fire things up this year, Pennzoil-spon-

sored stunt driver Rhys Millen delivered the coveted Barrett-Jackson Cup itself to the event, drifting a yellow 2015 Dodge Challenger SRT Hellcat on a closed course through downtown Reno.

With help from the Hot August Nights event, the City of Reno and the Reno Police Department, Rhys piloted this 707-hp yellow Challenger Hellcat through the heart of downtown Reno, drifting past Reno landmarks including the famous Reno Arch and major casinos. Millen also held an autograph session for fans.

Barrett-Jackson Cup

The Barrett-Jackson Cup competition boasts one of the hobby's richest purses, with over \$100,000 in cash and prizes.

Expert judges Bobby Alloway, Pete Chapouris and Bob Millard scrutinized entrants over a three-day period, narrowing the field to 25. At the end of Saturday night's auction, the final "Reno Five" were revealed onstage, with winners announced live to millions of Velocity viewers. The results:

▼ Ultimate Best of Show Winner

(Shown at lower left): 1962 Chevrolet Impala Bubbletop, owned by Randy and Lisa Wilcox and built by CAL Automotive Creations/Andy Leach.

▼ 1st Runner-Up:

1957 Chevrolet Pickup, owned by Gary Brown and built by Mike Goldman Customs.

▼ 2nd Runner-Up:

1965 Chevrolet Impala, owned by Don and Elma Voth (Steve Mank, handler), built by Chip Foose.

▼ 3rd Runner-Up:

1956 Plymouth Belvedere, owned by Gil and Janet Losi and built by Steve Cook Creations.

▼ 4th Runner-Up: 1965 Dodge Dart, owned by Willie Maise, built by Big Oak Garage (Will Posey).

The Ultimate Best of Show Winner package included \$30,000 cash, the Barrett-Jackson Cup Trophy, GM Crate Engine and Transmission (a \$15,000 value), Craftsman Tools (\$6,000), Reliable Carriers Credit (\$5,000), Barrett-Jackson Car Care Products (\$1,000), GoPro Camera (\$399), Optima Battery certificate (\$225) and a Red Kap Barrett-Jackson Cup Mechanics Shirt. Runner-up award packages were similarly comprehensive.

Auction results

Barrett-Jackson's Reno-Tahoe auction sold 232 vehicles and over 400 collectible automobilia items—everything that was entered, at a rare-if-ever 100 percent sell-through rate—for over \$9.5 million in sales (not yet final-audited).

Barrett-Jackson set new automobilia records and saw a 36 percent increase in sales over 2014.

Guest attendance broke the Reno-Tahoe record, at more than 40,000, with a single-day record of 17,000 on Friday. The event also had the most bidders in the event's history. The top five vehicles sold at Reno were:

- ▼ 1967 Chevrolet Corvette 427 Convertible (Lot #617, shown upper right).....\$214,500
- ▼ 1932 Ford B-400 Custom Boyd Convertible (Lot #625, shown center right).....\$181,500
- ▼ 1970 Ford Mustang Boss 302 Fastback (Lot #637, shown lower right).....\$154,000
- ▼ 1955 Chevrolet Nomad Custom Wagon (Lot #638).....\$154,000
- ▼ 1934 Ford Model A Custom Roadster (Lot #634).....\$148,500



"We crushed records on every level during our Hot August Nights auction. Not only did we have a 100 percent sell-through rate with more than \$9.5 million in sales, but our attendance was up, shattering our single-day record in our three-year history in Reno," said Barrett-Jackson chairman and CEO Craig Jackson.

And that's a wrap

Three years of the August event were each a success in sales and attendance. They raised over

\$1.1 million for charities both national and local. Yet Barrett-Jackson in late August announced it will not be extending its agreement with Hot August Nights and won't be back in 2016.

Up next for Barrett-Jackson

- Las Vegas 2015 (8th annual): September 24-26, 2015, at the Mandalay Bay Event Center.
- Scottsdale 2016 (45th annual): January 23-31, at WestWorld in Scottsdale, Arizona.
- www.barrett-jackson.com ■