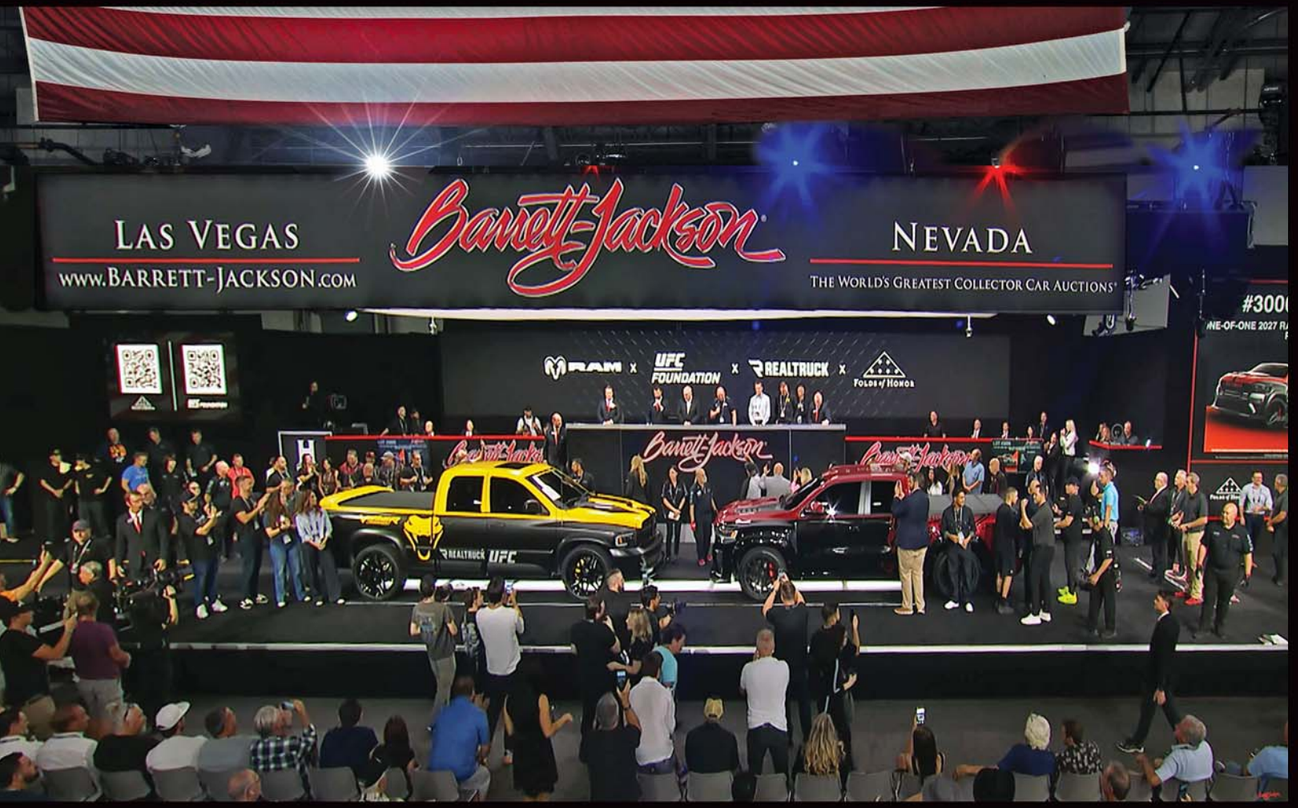
Barrett-Jackson Las Vegas 2026 highlights

Thursday-Saturday, September 10-12, 2026: West Hall of the Las Vegas Convention Center



Barrett-Jackson returned to Las Vegas this fall, bringing celebrities and crowds to watch nearly $36 million in collectible vehicles and automobilia change hands during this year's auction. The event featured 593 collectible vehicles that generated close to $35 million. The 2026 Las Vegas Auction featured a diverse lineup, including world-class customs, iconic muscle cars, and elite supercars. Excitement peaked on Super Saturday with the $968,000 sale of a 2019 Ford GT (Lot #742) and a 2025 Porsche 911 GT3 RS Weissach (Lot #735) that sold for $495,000. During the three-day auction, 250 pieces of authentic automobilia also sold, at No Reserve, for over $1.1 million. UFC President and CEO Dana White took home a pair of Ram trucks after he dropped $1.5 million on the winning bid benefiting charity, bringing the total amount Barrett-Jackson has helped raise for charity to over $173 million.

The event kicked off on Wednesday evening with an invitation-only Opening Night Cocktail Reception at LIV nightclub inside the luxurious Fontainebleau Las Vegas resort—an opportunity for guests to connect at the high-energy nightclub and the outdoor LIV beach oasis. The resort has significantly enhanced the Barrett-Jackson Auction lifestyle experience, blending the high-octane energy of the automotive world with premier luxury hospitality and social spaces.

Friday opened with a moment of silence to honor those who were lost and all whose lives were forever changed, on the 25th anniversary of the 9/11 tragedy. With the same spirit of unity that brought our country together on that day, those gathered in the arena joined in the singing of the national anthem.

Star power met horsepower in Las Vegas when a custom 1971 GMC Jimmy (Lot #687) consigned by singer/songwriter Edie Brickell fetched $88,000.

Another celebrity vehicle was a 1951 Cadillac Series 62 Royal Parade convertible (Lot #721) built by GM at the Cadillac factory for Her Royal Highness Princess Elizabeth, prior to her accession. The princess was chauffeured in the special one-off parade Cadillac during the 1951 Canadian Royal Tour, not long before she became Queen Elizabeth II. Final auction price for the royal Cadillac was $220,000.

Actor Cody Walker, CEO of Reach Out WorldWide (ROWW) and founder of FuelFest, was on site to check out the last-ever Toyota GR Supra MkV Final Edition, on display in Las Vegas before it heads to the Barrett-Jackson 2027 Scottsdale Auction in January. Generously donated by Toyota, the car's entire sale price will go to ROWW, founded in 2010 by Cody's brother, the late actor Paul Walker, to assist in the aftermath of natural disasters worldwide.

Another star car on display in Las Vegas before heading to Scottsdale was the historic 2006 Maybach 57 luxury sedan formerly owned by legendary Academy Award-winning actress Elizabeth Taylor. It was her last vehicle, willed to celebrity stylist and trendsetter José Eber upon her passing, rarely driven since her death and with only 7,200 actual miles.

Barrett-Jackson continued its tradition of giving back to the community, as UFC president and CEO Dana White joined Barrett-Jackson chairman and CEO Craig Jackson on the block during the sale of two championship-style, one-of-one trucks. A collaboration among Ram, UFC and RealTruck, the first retail production 2027 Ram 1500 Rumble Bee SRT pickup (Lot #3000) and a 2005 Dodge Ram 1500 SRT-10 custom pickup (Lot #3001) sold as a pair for $1.5 million—with White personally placing the winning bid to take both trucks home. With all fees and commissions waived, the entire hammer price is shared equally between the Folds of Honor Foundation—providing life-changing educational scholarships to the families of America's fallen or disabled military and first responders—and the UFC Foundation, supporting Hispanic charities.

Beyond the action on the auction block, Barrett-Jackson continued its tradition of hosting a massive automotive lifestyle festival filled with activities for the whole family. The event featured a vast Exhibitor Marketplace, interactive sponsor displays, a fan zone with DJs playing today's hits and an array of food options.

This landmark event marked the second most successful Las Vegas Auction in company history.

TOP 10 VEHICLES SOLD:

1. 2019 Ford GT Lightweight Carbon Series .....(Lot #742) $968,000
2. 2025 Porsche 911 GT3 RS Weissach.....(Lot #735) 495,000
3. 1962 Chevrolet Corvette Custom Convertible .....(Lot #734) 456,500
4. 1967 Ford Mustang Eleanor Widebody Licensed Carbon Edition .....(Lot #738) 440,000
5. 1970 Ford Mustang Boss 429.....(Lot #740) 429,000
6. 2022 Ford Mustang Shelby GT500KR Widebody.....(Lot #730) 423,500
7. 1963 Chevrolet Corvette Custom Split-Window Coupe..(Lot #743) 418,000
8. 1965 Lincoln Continental Custom Convertible .....(Lot #719) 363,000
" 1967 Chevrolet Corvette Custom Convertible .....(Lot #728) 363,000
" 1971 Plymouth 'Cuda .....(Lot #741) 363,000

TOP AUTOMOBILIA ITEMS:

1. 1958 Seeburg Model 201 Jukebox.....(Lot #9174) $57,500
2. 1923 Gilmore Oil Rapid Dayton Model #600 Filling Station Gas Pump .....(Lot #8199) 41,400
3. 1952 Mobilgas Porcelain with Animated Neon Sign ..(Lot # 9189).....35,075
4. 1950s Standard Oil Porcelain w Animated Neon Sign..(Lot # 9196) 32,200
5. 1960s Chris-Craft Woody Speedboat Coin-Operated Kiddie Ride .....(Lot #9160) 30,475

NEXT UP FOR BARRETT-JACKSON:

The inaugural Barrett-Jackson Digital Select Auction runs November 5-12 on Barrett-Jackson.com.

Consignments are invited for the Barrett-Jackson 2027 Scottsdale Auction, to be held at WestWorld of Scottsdale, January 23-31. General admission and Barrett-Jackson Experiences hospitality packages for the 2027 Scottsdale Auction are also on sale now. ■

2019 Ford GT Lightweight Carbon Series .....(Lot #742).....$968,000



2025 Porsche 911 GT3 RS Weissach.....(Lot #735).....$495,000



Dana White (president and CEO, UFC) and Craig Jackson (chairman and CEO, Barrett-Jackson)

