



FOR IMMEDIATE RELEASE

**ITS MOST SUCCESSFUL PEBBLE BEACH AUCTION TO DATE,
GOODING & COMPANY SELLS MORE THAN \$64.59 MILLION IN
COLLECTOR CARS FOR 106 LOTS SOLD**

*In two days, Six New World Records Achieved,
Three \$6 Million+ Collector Cars Sold and
13 Total Lots Sold for More Than \$1 Million Each*

PEBBLE BEACH, Calif. (August 17, 2010) – [Gooding & Company](#), the official auction house of the Pebble Beach Concours d’Elegance, sold more than \$64.59 Million¹ in collector cars over this past weekend at its annual prestigious Pebble Beach Auctions, achieving its highest-ever recorded sales total in its Pebble Beach history. Extraordinary results for the high-end collector car market with only 106 lots sold, Gooding & Company’s price per car averaged an outstanding \$609,000, a market leading number that demonstrates the overall quality of the auction house’s automotive consignments. Three bright stars that sold for more than \$6 Million each – the 1959 Ferrari 250 GT LWB California Spider, 1933 Alfa Romeo 8C 2300 Monza and 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod – impressed an audience of enthusiasts and media by achieving new world sales records during the live auction and also ranking as Monterey Auto Week’s top three cars sold at auction this year.

“We went into this year’s Pebble Beach Auctions with high expectations because of the sheer number of extraordinary cars we had consigned,” says David Gooding, President and founder of Gooding & Company. “In addition to a packed auction tent brimming with new guests and enthusiasts from around the world, our highest-ever Pebble Beach weekend results at \$64.59 Million speak for themselves and I couldn’t be happier.”

¹ The prices are in US Dollars, include the buyer's premium and are rounded to the nearest dollar. Gooding & Company is not responsible for typographical errors or omissions.

Complementing the sheer volume of multi-million dollar cars sold, Gooding & Company achieved six impressive world records over the weekend, listed as follows:

- ***A world record for a LWB California Spider at auction***, the 1959 Ferrari 250 GT LWB California Spider Competizione at \$7,260,000
- ***A world record for an Alfa Romeo at auction***, the 1933 Alfa Romeo 8C 2300 Monza at \$6,710,000
- ***A world record for a SWB Berlinetta at auction***, the 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod at \$6,105,000
- ***A world record for a 200SI at auction***, the 1956 Maserati 200SI at \$2,640,000
- ***A world record for a 340 America Spider at auction***, the 1951 Ferrari 340 America Spider at \$2,530,000
- ***A world record for an SS100 at auction***, the 1937 Jaguar SS100 at \$1,045,000

Guests at Gooding & Company's exclusive cocktail preview reception were delighted to witness the public North American unveiling of the 2012 McLaren MP4-12C, a fabulous new road-ready supercar that has greatly impressed consumers and sports car fans around the world. Both David Gooding and Antony Sheriff, Managing Director of McLaren Automotive, proudly presented the car.

Gooding & Company's top ten automobiles sold from both Saturday and Sunday Auctions are listed below in order of value:

- Lot 46 – 1959 Ferrari 250 GT LWB California Spider Competizione at \$7,260,000
- Lot 117 – 1933 Alfa Romeo 8C 2300 Monza at \$6,710,000
- Lot 133 – 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod at \$6,105,000
- Lot 127 – 1928 Mercedes-Benz S 26/180 Boattail Speedster at \$3,740,000
- Lot 146 – 1995 McLaren F1 at \$3,575,000
- Lot 138 – 1956 Maserati 200SI at \$2,640,000
- Lot 19 – 1951 Ferrari 340 America Spider at \$2,530,000
- Lot 122 – 1937 Mercedes-Benz 540K Sport Cabriolet A at \$2,145,000
- Lot 57 – 1969 Ferrari 365 GTB/4 Speciale at \$1,870,000
- Lot 54 – 1966 Ford GT40 Mk I at \$1,650,000

To view a complete list of Gooding & Company's 2010 Pebble Beach Auctions results with prices realized, please visit Goodingco.com. For additional updates and up-to-the-minute announcements, follow Gooding & Company on [Facebook](#) and Twitter [@GoodingCompany](#).

About Gooding & Company

Gooding & Company provides unparalleled service for those in the collector car market, offering a wide range of services, including private and estate sales, appraisals and collection management. The celebrated auction house recently made world history with the sale of the world's most valuable car, the magnificent 1936 Bugatti Type 57SC Atlantic. Gooding & Company sold a total of 278 collector cars at its three 2010 Auctions, totaling more than \$114 Million. In addition to its six new world records from Pebble Beach, Gooding & Company achieved two new world records at its Amelia Island Auction with the sale of the 1931 Voisin Mylord Demi-Berline at \$2.75 Million and the 1961 Porsche RS61 at \$1.705 Million, and two additional world records at its Scottsdale Auction with the sale of the 1956 Jaguar D-Type Sports Racer at \$3.74 Million and the 1959 Costin Lister Jaguar Sports Racer for \$1.1 Million. The 2011 Scottsdale Auctions will take place on Friday and Saturday, January 21 & 22, Amelia Island Auction will take place on Friday, March 11 and Pebble Beach Auctions will take place on Saturday and Sunday, August 20 & 21.

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