



FOR IMMEDIATE RELEASE

**GOODING & COMPANY CONSIGNS AN EXTRAORDINARY COLLECTION
OF FERRARI SUPERCARS FROM THE ESTATE OF BENNY CAIOLA**

*Eleven ultra-rare, modern and vintage supercars –
2006 Ferrari FXX Evoluzione and 2005 Maserati MC 12 included –
will be offered at auction in Scottsdale on Friday, January 21*

SANTA MONICA, Calif. (December 28, 2010) – Gooding & Company will be presenting one of the finest collections of modern high-performance Ferraris and rarely-seen Italian prototypes ever assembled under one roof at its Scottsdale Auctions in a few weeks. On behalf of the estate of the renowned collector Benny Caiola and his family, Gooding & Company is presenting this must-see, private collection of supercars on Friday, January 21.

“We are honored to present the private collection of Benny Caiola in Scottsdale this January,” says David Gooding, President and founder of Gooding & Company. “These modern supercars represent an exciting shift in the collector hobby, where today’s leading prototypes are now being considered to be instant collectibles on the international stage.”

Simply viewing the automobiles in person can take one’s breath away. Designed especially for a select few of Ferrari-Maserati’s best clients, three highlights include a 2006 Ferrari FXX Evoluzione, one of 30 FXX examples of Ferrari’s most advanced production car ever created; a 2005 Maserati MC 12 purchased direct from the factory, the 31st car of 50 built; and a 1999 Ferrari 333 SP, an unmodified example of the manufacturer’s last sports racing prototype.

Benny Caiola was larger than life, generous in nature and philanthropy, respected and loved by his friends in the collector community as well as by members of the Ferrari family. Benny's involvement in elite rallies, track trials and other select automotive events over many years ensured him a place among the glitterati of the car community, cementing strong friendships with the world's finest racing and design figures including Enzo Ferrari, Luca Cordero di Montezemolo, Michael Schumacher and Horacio Pagani.

The works of rolling art in the late collector's personal collection are not only beautiful, but also represent the pinnacle of high-performance engineering from the most prestigious automotive marques in the world. The following 11 Caiola Collection supercars will be presented at Gooding & Company's Scottsdale Auction on Friday, January 21:

• 1973 Ferrari Dino	Estimate: \$160,000 - \$180,000
• 1990 Ferrari F40	Estimate: \$475,000 - \$550,000
• 1995 Ferrari F50	Estimate: \$750,000 - \$850,000
• 1999 Ferrari 333 SP	Estimate: \$800,000 - \$1 Million
• 2005 Maserati MC 12	Estimate: \$1.1 Million - \$1.4 Million
• 2006 Ferrari FXX Evoluzione	Estimate: \$2.2 Million - \$2.5 Million
• 2007 Ferrari F430 Challenge	Estimate: \$125,000 - \$150,000 (<i>No Reserve</i>)
• 2008 Ferrari F430 Scuderia	Estimate: \$215,000 - \$240,000
• 2008 Mercedes-Benz SLR McLaren Roadster	Estimate: \$240,000 - \$325,000
• 2009 Lamborghini Gallardo LP 560-4	Estimate: \$175,000 - \$225,000
• 2010 Ferrari 599 GTB Fiorano HGTE	Estimate: \$275,000 - \$315,000

The annual Scottsdale Auctions will be held on Friday, January 21 and Saturday, January 22, commencing at 11 a.m. Guests may preview the cars on Thursday and Friday, January 20-21, from 9 a.m. – 6 p.m., and Saturday, January 22 from 9 a.m. – 11 a.m., at 68th Street and East Camelback Road adjoining Scottsdale Fashion Square. An auction catalogue for \$80 admits two to the viewing and auction. General admission to the viewing and auction can be purchased at the tent for \$30 per person. Bidder registration forms, [2011 press credentials](#) and additional auction information are available at www.goodingco.com. For additional vehicle information and up-to-the-minute results, follow Gooding & Company on [Facebook](#) and Twitter [@GoodingCompany](#). All Gooding & Company automotive auctions are webcast live on www.goodingco.com.

ABOUT GOODING & COMPANY

Gooding & Company, internationally celebrated for its world-class automotive auctions, provides unparalleled service in the collector car market, offering a wide range of services including private and estate sales, appraisals and collection management. The Company continues its successful association with ICAP Ocean Tomo, assisting in its auctions of intellectual property. At its 2010 collector car auctions, Gooding & Company was responsible for selling the world's top three most valuable cars at auction, setting ten world records and achieving more than \$114 Million in sales. Upcoming events include the Amelia Island Auction on Friday, March 11, 2011 and the Pebble Beach Auctions on Saturday and Sunday, August 20 & 21, 2011.

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