



FOR IMMEDIATE RELEASE

**GOODING & COMPANY COMPLETES A SUCCESSFUL \$17.8 MILLION
AMELIA ISLAND AUCTION WITH SEVEN WORLD RECORDS AND TOP-
NOTCH SALES FOR A POST-WAR FERRARI 212 EXPORT
AND LAMBORGHINI MIURA**

AMELIA ISLAND, Fla. (March 12, 2011) – [Gooding & Company](#), the world’s leading auction house for collectors of rare and exceptional cars, achieved more than \$17.8 Million in sales at its second-annual Amelia Island Auction on Friday, March 11, an 11% increase since last year in its new Southern Atlantic auction market. Among the 85 top-quality and rare automotive and motorcycle consignments presented (two lots were withdrawn prior to auction), 70 lots sold to a domestic and international clientele of discerning collectors, resulting in a strong auction sales rate of 82%.

Brimming with guests both seated and standing, Gooding & Company’s auction room energy was palpable, especially with several thrilling moments driven by David Gooding and Charlie Ross. Bidding escalated between those in the room and callers on the phone, resulting in the exceptional sales of the \$1.87 Million 1951 Ferrari 212 Export Cabriolet and \$1.705 Million 1971 Lamborghini Miura P400 SV Prototype.

Remarking on collector trends, Gooding & Company specialists noted how well the post-war European sports cars performed in yesterday’s auction. World records in seven different European categories, including unrestored, preservation-quality cars, demonstrate the influence of best examples within this sector of the collector car market.

“I’m very happy with our second Amelia Island auction results and the overall growth we saw in guest attendance, sales, and number of records” says David Gooding, President and founder. “Great examples of post-war European sports cars performed extremely well and in several instances surpassed our original estimates, resulting in extraordinary sales.”

Gooding & Company achieved seven world records while in Amelia Island this weekend, a tremendous increase from last year’s two world records, listed as follows:

- ***A world auction record for a Ferrari 212***, the 1951 Ferrari 212 Export Cabriolet at \$1,870,000
- ***A world auction record for an unrestored Bentley R-Type***, the 1955 Bentley R-Type Continental Fastback at \$770,000
- ***A world auction record for a Lamborghini Miura***, the 1971 Lamborghini Miura P400 SV Prototype at \$1,705,000

- *A world auction record for an Austin-Healey 100S*, the 1955 Austin-Healey 100S at \$632,500
- *A world auction record for a Siata 208 CS Berlinetta*, the 1953 Siata 208 CS Berlinetta at \$605,000
- *A world auction record for a Lotus 23B*, the 1963 Lotus 23B at \$203,500
- *A world auction record for a Volkswagen Double-Cab*, the 1960 Volkswagen Double-Cab at \$70,400

Gooding & Company's top ten automobiles sold at its Amelia Island Auction are listed below in order of value. A complete list of prices realized is posted on Goodingco.com following every auction.

Lot	Year, Make and Model	Price
29	1951 Ferrari 212 Export Cabriolet	\$1,870,000
34	1971 Lamborghini Miura P400 SV Prototype	\$1,705,000
56	1973 Ferrari 365 GTS/4 Daytona Spider	\$1,320,000
76	1967 Ferrari 275 GTB/4	\$1,155,000
64	1955 Bentley R-Type Continental Fastback	\$770,000
81	1995 Ferrari F50	\$660,000
58	1955 Austin-Healey 100S	\$632,500
23	1964 Ferrari 250 GT Lusso	\$632,500
41	1953 Siata 208 CS Berlinetta	\$605,000
48	1957 Mercedes-Benz 300 SL Roadster	\$561,000

The official auction house of the prestigious Pebble Beach Concours d'Elegance, Gooding & Company will host its annual Pebble Beach Auctions on Saturday and Sunday, August 20 & 21, 2011, at 5 p.m. both evenings. Auction catalogues cost \$100 and admit two to the viewing and auction. General admission tickets to the viewing and auction may be purchased on site for \$40.

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. In January of this year, Gooding & Company held one of its most outstanding [Scottsdale Auctions](#) to date, where it earned more than \$34.98 Million in sales, achieved 11 world records and sold 100% of its Saturday auction lots, of both reserve and no-reserve consignments. 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.

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