



**FOR IMMEDIATE RELEASE**

**ACHIEVING \$34.98 MILLION FROM 121 COLLECTOR CARS SOLD DURING  
SCOTTSDALE AUCTION WEEK,  
GOODING & COMPANY IGNITES THE NEW YEAR WITH THRILLING  
RECORD-BREAKING AUCTION RESULTS**

*In its fourth consecutive year,  
Gooding & Company sells the most valuable car of Scottsdale Auction Week,  
the world record-breaking \$2.09 Million 2006 Ferrari FXX Evoluzione*

*An outstanding demonstration of high demand for top quality,  
eight cars sold for more than \$1 Million each*

SCOTTSDALE, AZ. (January 24, 2011) – Renowned for selling the most valuable car of Scottsdale Auction Week for the last four years, [Gooding & Company](#) continues to lead the high-end collector car market with \$34.98 Million in total sales by presenting the best examples to its international audience of collectors and enthusiasts and achieving top sales across all categories of marques and models. Of the 129 lots presented over both Friday and Saturday’s auctions, 121 lots sold resulting in a strong 94% sales rate and an average price paid per lot of \$289,000.

An extraordinary feat when presenting both Reserve and No Reserve consignments, Gooding & Company sold 100% of its 72 lots at its Saturday auction – a first for the auction house. Charged with electricity and optimism, Gooding & Company’s glamorous tents were lively throughout the week and yet the culminating moment arrived when thousands of enthusiastic guests rose out of their seats to applaud the talented and comedic Auctioneer Charlie Ross in a standing ovation for his incredible performance and auction narration.

What has become one of the most highly anticipated events of Scottsdale Auction Week, Gooding & Company's annual Friday and Saturday auctions reached new heights this year, not only because its total sales outperformed all previous years in its Arizona history, but also because many of the lots trumped all category comparisons, setting new market precedents.

According to David Gooding, President and founder, "strong 2011 auction sales will result from an increasing demand for original, preservation-class quality cars," such as the 1953 Fiat 8V Supersonic that sold for \$1,705,000 and the 1962 Mercedes-Benz 300 SL Roadster that sold for \$951,500 at Saturday's auction. "Mint condition models are equally in demand these days as we saw in the strong final sales of the 1937 MG SA Tourer and 1965 Ferrari 275 GTB Alloy Long Nose," pristine examples that sold for \$209,000 and \$1,430,000, respectively.

Gooding & Company's Friday auction included an exciting collection of 11 Ferrari supercars and modern prototypes from the Estate of Benny Caiola that collectively brought \$5,225,000. On a vintage note, several significant and highly original cars from the 1950s and 1960s sold extremely well, including a 1956 Mercedes-Benz 300 SL Gullwing for \$858,000, a 1965 Ferrari 275 GTB for \$797,500 and an unrestored 1964 Shelby 289 Cobra that sold for \$610,500.

Gooding & Company's Scottsdale Auctions resulted in 11 world records, listed as follows:

- **A world auction record for a Ferrari FXX**, the 2006 Ferrari FXX *Evoluzione* at \$2,090,000
- **A world auction record for a Fiat 8V**, the 1953 Fiat 8V Supersonic at \$1,705,000
- **A world auction record for a Porsche 904**, the 1964 Porsche 904 Carrera GTS at \$1,045,000
- **A world auction record for a Chrysler Newport Dual Cowl Phaeton**, the 1941 Chrysler Newport Dual Cowl Phaeton at \$1,017,500
- **A world auction record for a 300 SL Roadster**, the 1962 Mercedes-Benz 300 SL Roadster at \$951,500

- **A world auction record for a Rolls-Royce Henley Roadster**, the 1931 Rolls-Royce Phantom II Henley Roadster at \$935,000
- **A world auction record for a Mercedes-Benz 300 Sc**, the 1955 Mercedes-Benz 300 Sc Roadster at \$660,000
- **A world auction record for a Nash**, the 1956 Nash Rambler “Palm Beach” Coupe Speciale at \$528,000
- **A world auction record for a Bowlus trailer**, the 1935 Bowlus Road Chief at \$187,000
- **A world auction record for a MG SA**, the 1937 MG SA Tourer at \$209,000
- **A world auction record for an Autobianchi**, the 1959 Autobianchi Bianchina Transformabile at \$82,500

Gooding & Company’s top ten automobiles sold at Friday and Saturday’s Scottsdale auctions are listed below in order of value:

LOT	YEAR, MAKE & MODEL	FINAL PRICE
58	2006 Ferrari FXX Evolution	\$2,090,000
157	1953 Fiat 8V Supersonic	\$1,705,000
111	1930 Duesenberg Model J Dual Cowl	\$1,485,000
122	1965 Ferrari 275 GTB Alloy Long Nose	\$1,430,000
170	1967 Ferrari 275 GTB/4	\$1,100,000
23	1964 Porsche 904 Carrera GTS	\$1,045,000
133	1941 Chrysler Newport Dual Cowl	\$1,017,500
147	1972 Ferrari 365 GTS/4 Daytona Spider	\$1,017,500
47	1971 Lamborghini Miura P400SV	\$990,000
126	1962 Mercedes-Benz 300 SL Roadster	\$951,500

Gooding & Company’s next auction will take place in enchanting Amelia Island, Florida on Friday, March 11, commencing at 5 p.m. Early consignments for the Amelia Island Auction include a 1951 Ferrari 212, a 1949 Jaguar XK120 Alloy imported to America, a stunning 1933 Rolls-Royce Phantom II Continental Sedanca Drop Head Coupe by Gurney Nutting and a 1962 Lotus 23B. Guests may preview the cars on Thursday, March 10, from 9 a.m. – 6 p.m. and Friday, March 11, from 9 a.m. – 5 p.m. at Racquet Park, located at the Omni Amelia Island Plantation, 6800 First Coast Highway in Amelia Island, one mile south of the Amelia Island Parkway. Local shuttles running from the auction site at Racquet Park to other areas of interest will be available for guests’ convenience. Auction catalogues cost \$75 and admit two to the viewing and auction. General admission tickets to the viewing and auction may be purchased on site for \$30 per person. Bidder registration forms, [2011 press credentials](#) and additional auction information are available at [www.goodingco.com](http://www.goodingco.com). For additional vehicle information and

up-to-the-minute results, follow Gooding & Company on [Facebook](#) and Twitter [@GoodingCompany](#).

## **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 sold the world's top three most valuable cars at auction, set six world records and achieved 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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