



FOR IMMEDIATE RELEASE

**Award-Winning Coachbuilt Ferraris Return to the Stage
for Gooding & Company's Pebble Beach Auctions**

SANTA MONICA, Calif. (July 5, 2011) – [Gooding & Company](#), the world's leading auction house for collectors of rare and exceptional vehicles, announces five award-winning, [coachbuilt Ferraris](#) for its esteemed Pebble Beach Auctions on August 20 & 21, the official auctions of the world-renowned [Pebble Beach Concours d'Elegance](#). Spanning the first 15 years of [Ferrari](#)'s production history, each of these examples premiered as show models at Europe's leading motor shows: a **1957 Ferrari 410 Superamerica Series II Coupe by Pinin Farina**, a **1953 Ferrari 375 America by Vignale**, a **1950 Ferrari 195 Inter by Touring**, a **1963 Ferrari 400 Superamerica Coupe Aerodinamica by Pininfarina** and a **1955 Ferrari 250 GT Berlinetta by Pinin Farina**.

As a market leader, Gooding & Company has a track record of setting a number of Ferrari world-auction records and achieving top sales, raising the bar in both production and competition categories. Recent noteworthy Ferrari sales include a 1951 Ferrari 212 Export Cabriolet that sold earlier this year for \$1.87 million at the [2011 Amelia Island Auction](#), a 2006 Ferrari FXX Evoluzione that sold for \$2.09 million at the [2011 Scottsdale Auctions](#), a 1959 Ferrari 250 GT LWB California Spider Competizione that sold for \$7.26 million and a 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod that sold for \$6.105 million at the [2010 Pebble Beach Auctions](#).

"We are delighted to present more than 15 collector-quality Ferraris at our Pebble Beach Auctions this year," says President and founder David Gooding. "These ultra-rare, low-production Ferraris, such as the '50s- and '60s-era show cars we're offering, will continue to hold their value and reward those with a passion for the best."

These extraordinary coachbuilt Ferraris join Gooding & Company's previously announced Pebble Beach Auction highlights, including the [Whittell Coupe](#), a bespoke 1931 Duesenberg Model J; [Bentley's Chassis 3](#), a 1921 Bentley 3 Litre; and a [1931 Brough Superior SS80](#), formerly owned by Steve McQueen and Von Dutch.

1957 Ferrari 410 Superamerica Series II Coupe, Chassis No. 0715 SA

Pinin Farina's 1957 Paris Auto Show Car

The short wheelbase 410 SA, Ferrari's last Lampredi-engined car, was not designed for the faint of heart, as it was one of the only cars in the 1950s capable of reaching speeds well in excess of 150 mph. One of only eight Series II 410 Superamericas built, this 410 SA was first introduced at the 1957 Paris Auto Show, handsomely finished in black with natural leather interior. It was sold new to an American buyer and later acquired by the famous oil magnate H.L. Hunt. It has been enjoyed by the same family since 1969 and will be presented at auction for the first time ever. With original paint and less than 19,000 miles, 0715 SA is one of the finest surviving coachbuilt Ferraris in existence and has earned prestigious Preservation Class honors at the Pebble Beach Concours d'Elegance, Ferrari Nationals and Concorso Italiano. Its estimate is available upon request.

1953 Ferrari 375 America, Chassis No. 0337 AL

Vignale's 1953 Torino Motor Show Car

One of the last Vignale bodies commissioned by Ferrari, this powerful 4.5-Litre, Lampredi-engined, 375 America represents a high-point of Italy's coachbuilding and performance prowess in the early 1950s. Originally displayed at the 1953 Torino Motor Show, it looks the same today as it did then, having been restored to the highest possible standard and finished in the same refreshing pale yellow over cream with green interior that Vignale intended. An exceptional and rare Ferrari with strong provenance, it has taken home a Platinum Award from the FCA Nationals, as well as prestigious Enzo Ferrari and Best in Class awards from the Pebble Beach Concours d'Elegance. Its estimate is \$2 million - \$2.4 million.

1950 Ferrari 195 Inter, Chassis No. 0081 S

Touring's 1951 Torino Motor Show Car

When it replaced the famed 166, the 2.3 litre, V-12, 5-speed 195 Inter was one of the leading touring cars of its day, only attainable to an elite class. The first 195 Inter built, this matching-numbers car was one of only three examples bodied by Touring of Milan. Following a complete 2008 restoration, the distinctive Ferrari has the same light-metallic gold finish and unique features that it had on the Touring stand at the 1951 Torino Motor Show. Notably, this FCA Platinum Award-winning car has been shown at the Pebble Beach Concours d'Elegance and the Cavallino Classic. Its estimate is \$900,000 - \$1.2 million.

1963 Ferrari 400 Superamerica Coupe Aerodinamica, Chassis No. 5021 SA

Pininfarina's 1963 Geneva Motor Show Car

The 1963 Geneva Motor Show car, this 400 Superamerica Coupe is one of only 14 covered-headlight Aerodinamicas bodied by Pininfarina, an exceptional hybrid design that masterfully blended Ferrari's legendary performance with the finesse of a luxury road car. After initially being sold to an Italian buyer, the

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car spent many years among American enthusiasts. The car remains a correct, matching-numbers, original-bodied example and is eligible for a wide variety of tours and events. Its estimate is \$1.2 million - \$1.5 million.

1955 Ferrari 250 GT Berlinetta, Chassis No. 0429 GT

Pinin Farina's 1956 Geneva Motor Show Car

Pinin Farina designed this versatile driver's car in 1955 as the prototype for Ferrari's latest series of 250 GT models. As a pre-production model with several noteworthy features, it was displayed at the 1956 Geneva Motor Show, sparkling in the same compelling color combination it wears today – silver capped by a cherry-red roof. It features a competition-derived engine and has been certified by Ferrari Classiche as a correct, matching-numbers example. With an ownership history strongly rooted in Southern California, this fully-restored, FCA Platinum Award-winning car has participated in the Mille Miglia Storica four times, as well as the California Mille. Its estimate is \$650,000 - \$800,000.

In addition to the five Ferraris described, Gooding & Company will present a number of other excellent collector cars from the same marque, including a **1948 Ferrari 166 Spider Corsa** (estimate available on request), **1952 Ferrari 225 Sport Berlinetta by Vignale** (estimate \$825,000 - \$1 million), **1966 Ferrari 275 GTB** (estimate \$900,000 – \$1.1 million without reserve), **1972 Ferrari 365 GTB/4 Daytona Spider** (estimate \$1.1 million - \$1.3 million) and a **1985 Ferrari 288 GTO** (estimate \$700,000 - \$850,000 without reserve).

The [2011 Pebble Beach Auctions](#) will take place on Saturday and Sunday, August 20 & 21 at the Pebble Beach Equestrian Center, located at the corner of Portola Road and Stevenson Drive. Preview days will start on Wednesday, August 17 continuing through Sunday, August 21. The auctions will commence at 5:00 p.m. on Saturday and 6:00 p.m. on Sunday. Gooding & Company's Pebble Beach Auctions catalogues are available for \$100 and admit two to the viewing and the auctions. General admission tickets to the viewing and auctions may be purchased on site for \$40. Auctions are broadcast live from Gooding & Company's website on <http://www.goodingco.com/auction>. Bidder registration forms, press credentials and additional auction information are also available on [Goodingco.com](#) or by calling (310) 899-1960. 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. At its Scottsdale and Amelia Island collector car auctions earlier this year, Gooding & Company realized more than \$52.85 million in combined auction sales while achieving 18 world records from 191 sold lots of 214 presented.

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