Sports Car Market POCKET GUIDE TO THE MONTEREY AUCTIONS



JUST THE FACTS



every year, football has its Super Bowl, baseball the World Series, and basketball the NBA FInals.

In the world of car collecting, the Monterey week is all of those events wrapped into one. There are simply more auctions, concours, car shows, vintage races and related events in this seven-day period than anywhere else on the planet.

If this is your first time going to Monterey, do yourself a favor and don't try to get to everything. Between the distances involved, the traffic, and the inevitable dawdling involved when you run into longlost gearhead friends - or, even more likely, come across a car at an auction that you suddenly realize you have to have, any schedule you make will become impossible to keep.

Take this guide, sponsored by our good friends at Chubb Collector Car Insurance, and circle the events that are "must-do." Whenever possible, take care of purchasing your tickets, and bidder registration in advance - what fun is it to come thousands of miles to collector car heaven only to stand in a long line?

Bring your jackets for the cool mornings, and your sunscreen for the hot afternoons. Carry spare memory cards and batteries for your camera, and don't forget your phone charger.

Most important, print this pocket guide out and keep it with you. I guarantee it will turn out to be your best friend for this weekend.

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KEITH MARTIN'S INSIDE TIP

As we read recent auction results from the U.S. and Europe, it is clear that important, blue-chip collectible cars are soaring in value. And from the 1961 Ferrari SWB SEFAC Hot Rod at Gooding, the 1958 Ferrari 250 "Pontoon Fender" Testa Rossa at RM, the 1930 Mercedes-Benz SS 7.1-Liter Sports Tourer at Bonhams, the 1969 Ford Boss 302 Trans Am Racer at Russo and the 1959 Ferrari 250 TdF Competizione Berlinetta at Mecum, there will be no shortage of those types of cars during the Monterey weekend.

If you're buying a multi-million-dollar car, chances are you've done your homework and know what you want to pay. The real challenge will be in the sub-\$250,000 market, where it's possible for an interesting car, for instance a Lamborghini 400 2+2, to get lost in the shuffle of the weekend and sell for less than market.

The good buys go to the vigilant. Pick the cars that you are really interested in, examine them closely, and stick to your bidding strategy. We'll be at every event and look forward to talking with you.



Chubb has been a specialist insurer of collectible cars for over 35 years. Visit our booths at the Quail Lodge and the Gooding & Co. auction to learn more about how our collector car policies can be of benefit to you.

CHUBB COLLECTOR CAR INSURANCE from Chubb Personal Insurance

SCM POCKET GUIDE TO THE MONTEREY AUCTIONS

www.sportscarmarket.com

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THE AUCTIONS

Bonhams & Butterfields

Preview: Wednesday, August 11 and Thursday, August 12, 10 am to 5 pm **Auction**: Thursday, August 12, starts at 11 am. Friday, August 13 starts at 10 am

Where: Quail Lodge, 8205 Valley Greens Dr., Carmel

Web: www.bonhams.com/us

Phone: 415.391.4000

Cost: \$75 catalog admits two to preview and sale

Star Cars: Bonhams typically pulls out all the stops with its consignments in Carmel, and this year will be no different, with an exceedingly rare 1930 Mercedes-Benz 38/250 SS 7.1-Liter Sports Tourer, which has been in the same family ownership since 1955, headlining the event. B&B estimates it will bring a figure somewhere between \$2m and \$3m. Also headlining is a 1908 Thomas Flyer 4-60 Model F Tourer, previously owned by both J. Herbert Carpenter Jr and the Western Reserve Historical Society. The Michael L. Amalfitano Collection of sports and sportsracing cars features rare Porsches, headlined by a 1970 Porsche 917K Interserie Spyder that started life as a coupe, and was raced under Gulf Team banner by Mike Hailwood at Le Mans in 1970.

Russo & Steele

Preview: Thursday, August 12 through Saturday, August 14, 10 am to 5 pm

Auction: Thursday, August 12 through Saturday, August 14, 5 pm to 10:30 pm

Where: Monterey Marriott, 350 Calle Principal, Monterey

Web: www.russoandsteele.com

Phone: 602.252.2697

Cost: \$100 for bidders, \$50 per guest

Star Cars: Headlining this year's Sports & Muscle at the Marriott is a 1969 Ford Mustang Boss 302 Trans Am racer originally owned by Bud Moore Engineering and raced by Parnelli Jones. One of two prototypes, it was built as a one-of-a-kind "Daytona Special" with special front sheetmetal modifications, double frame rails, and a NASCAR-style side fuel filler. Other consignments include a 1933 Auburn Salon V12 boattail, a 1966 Lamborghini 350GT, a 1965 Shelby 289 Cobra, and a 1968 Aston Martin DB6.

RM Auctions

Preview: Thursday, August 12, noon to 9 pm; Friday, August 13 and Saturday, August 14, 9 am to 6 pm

Auction: Thursday, August 12, 6 pm to 9 pm; Friday, August 13 and Saturday, August 14, 6 pm to midnght

Where: Portola Plaza Hotel, 2 Portola Plaza, Monterey

Web: www.rmauctions.com

Phone: 519.352.4575

Cost: \$50 event pass admits one to the preview only; \$200 bidder registration admits two to preview and auction, and includes a catalog. The catalog itself, without admission to the event, is available for \$120

Star Cars: This year marks the 25th anniversary of this original Monterey auction, and RM is celebrating in style, with exceptional consignments to suit a variety of tastes. Headlining the event is a very rare 1958 Ferrari 250 TR "Pontoon Fender" racer, s/n 0738 TR, which was delivered new to Brazilian Jean-Louis Lacerda Soares, where it was raced for several years under the Esquardari Largatixa banner. A 1949 Delahaye 175 S Saoutchik Roadster one-off will also be featured, as well as a 1938 Talbot-Lago T150-C Lago Speciale Teardrop Coupe that won its class at the 1948 24 Hours of Spa; a 1959 Ferrari 250 GT LWB California Spyder, a 1938 Jaguar SS100 3.5 Coupe, and a 1964 Shelby Cobra USRRC Team Car.

Mecum Auctions

Preview: Thursday, August 12, noon to 5 pm; Friday, August 13 and Saturday, August 14, gates open at 8 am

Auction: Friday, August 13 and Saturday, August 14, 10 am to 5 pm

Where: Hyatt Regency Resort & Spa on Del Monte Golf Course, 1 Old Golf Course Rd., Monterey

Web: www.mecum.com

Phone: 815.568.8888

Cost: Open to the public

Star Cars: Alongside Mecum's typical array of muscle cars, sports cars, and classics, this year's Monterey auction will feature a 1959 Ferrari 250 GT LWB TdF, s/n 1321, which took first place in its GT class and third place overall at Le Mans in 1959. It also achieved a first place win earlier that same year at the 1,000 km Nurburgring endurance race.

MidAmerica-Vintage Motorcycle Auction

Auction: Friday, August 13 through Sunday, August 15

Where: Pebble Beach, beside RetroAuto

Web: www.midamericaauctions.com

Phone: 651.633.9655

Cost: Open to the public

Star Bikes: Look for an all-original 1909 Wagner, a 1923 Harley-Davidson Twin-Cam board tracker, a 1961 Harley-Davidson KRTT ridden and owned by John Crawford, an original 1914 Indian 8-valve, and a 1925 BMW R32.

Gooding & Company

Preview: Wednesday, August 11, 10 am to 6 pm; Thursday, August 12, 9 am to 6 pm; Friday, August 13, 9 am to 5 pm; Saturday, August 14, 9 am to 4:30 pm; Sunday, August 15, 9 am to 5:30 pm

Auction: Saturday, August 14, 5 pm to 10 pm; Sunday, August 15, 6 pm to 10 pm

Where: Pebble Beach Equestrian Center, Portola Road and Alva Lane, Pebble Beach

Web: www.goodingco.com

Phone: 310.899.1960

Cost: \$100 catalog admits two to preview and auction; \$40 per person without catalog

Star Cars: For 2010, Gooding's flagship Pebble Beach auction will feature a 1927 Mercedes-Benz S Boattail Speedster formerly owned by the Marx Brothers. It appeared in the film "Sylvia Scarlet" starring Katherine Hepburn, and, with Zeppo Marx at the wheel, took part in the legendary "Muroc Match Race" against Phil Berg's Duesenberg Model J on the dry lake near what is now Edwards Air Force Base. Gooding estimates it to be worth more than \$4m. A 1956 Maserati 200 SI Works Team and development car will also be featured, valued at over \$2.4m, as well as a Vignale-bodied 1951 Ferrari 340 America from the estate of the late Gil Nickel that's estimated to be worth over \$1.9m.



Visit our booth at the Gooding & Company auction

CONCOURS & EVENTS

Carmel-By-The-Sea Concours on the Avenue - Lite!

Where: Ocean Avenue in downtown Carmel

When: Tuesday, August 10, 12 pm to 1 pm

Web: www.motorclubevents.com

Phone: 404.237.2633

Cost: No admission, open to the public

Insider Tip: This most-popular event will be held this year in a "lite" version, as funding for 2012 and beyond is secured. At first it was feared that it would be cancelled, but a widespread outpouring of support allowed for the event to continue featuring 35 cars. Ocean Avenue closes to traffic for this early-week, kick-off event. Downtown Carmel has everything you need for a pleasant day of great cars, unique shops and tasty food. And you can't beat the ticket cost!

Motorworks Revival 2010 at the Monterey Jet Center

Where: Monterey Jet Center

When: Wednesday, August 11, 5 pm to 10 pm

Web: www.mccallevents.com

Cost: \$200 per ticket. A limited number of tickets will be sold at www. mccallevents.com through August 8. Guests can pick their tickets up at the Will Call desk at the event. A photo ID is required to pick up tickets.

Insider Tip: Gordon McCall's Motorworks Revival is one of the hottest tickets in Monterey. Guests mingle amidst vintage sports cars, modern aircraft and classic warbirds. New cars from top makers are often on display. Guests also enjoy fine wines, foods – and a possible glimpse at bigwigs from business and industry.

Rolex Monterey Motorsports Reunion

Where: Mazda Laguna Seca Raceway, Monterey

When: August 12 through 15, 7 am to 6 pm

Web: www.mazdaraceway.com

Phone: 831.242.8201

Insider Tip: This series of historic races is replacing the Rolex Monterey Historic Automobile Races, which dissolved in November 2009. The Sports Car Racing Association of Monterey Peninsula has organized this new event – which has a familiar sponsor and is on a familiar track.

West Coast Summer Concours Legends of the Autobahn

Where: Rancho Canada Golf Course, Carmel Valley CA

When: Friday August 13, 8 am to 4 pm

Web: www.summerconcours.org

Phone: 864.250.0022

Cost: \$25 for Corral Parking, \$50 Concours Entry, Open to public for spectators

Insider Tip: This is a three-marque gathering-featuring the BMW, Porsche, and Mercedes-Benz clubs. Legends of the Autobahn will showcase Jim Smith's rare collection of vintage BMWs, like the beautiful 1939 327/328 pillarless coupe, courtesy of BMW CCA. There will be hundreds of desirable BMWs, Mercedes-Benz, and Porsches for you to enjoy.

Concorso Italiano

Where: Laguna Seca Golf Ranch

When: Friday, August 13, 9 am to 5 pm

Web: www.concorso.com

Phone: 425.742.0632

Cost: \$110, which includes parking, a goodie bag and a collector's magazine. Children younger than 12 attend for free with a paying adult.

Insider Tip: Alfa Romeo bigwigs and the Alfa Romeo Museum will award an Arnold Pomodoro sculpture to the most historically relevant Alfa Romeo at this year's Concorso Italiano. More than 16 Ferrari F40 owners plan to bring their cars to a reunion, and famous Ferrari designer Leonardo Fioravanti – F40 project director - will be an honored guest. Our own publisher, Keith Martin, returns for his 12th year as emcee. As always, get there early and leave the long walk from the parking lot to the late-arriving folks who don't read these insider's tips in SCM.

The Quail, A Motorsports Gathering

Where: Quail Lodge, Carmel

When: Friday, August 13, 10 am to 4 pm

Web: www.quaillodge.com

Phone: 831.620.8866

 $\mbox{Cost:}$ \$400, which includes parking, lunch, beverages, souvenirs and admission to the B&B auction

Insider Tip: The Quail is your one-stop event for some of the greatest cars and motorcycles in the world – all in a lovely setting that is just big enough. This year the show will also include Bonhams & Butterfields auction of the Michael Amalfitano collection of race and sports cars. The raucous arrival of race cars from Laguna Seca is always fun, and the food is some of the best you'll find all weekend.



Visit our booth at The Quail

Ninth Annual SCM Monterey Insider's Seminar

Where: Gooding & Company Pavilion, Equestrian Center, Pebble Beach, CA

When: Saturday, August 14, 9 am to noon

Web: sportscarmarket.com/monterey2010

Phone: 877.219.2605 x218

Email: mary.artz@sportscarmarket.com

Featuring a panel discussion with SCM experts John Apen, Carl Bomstead, Steve Serio, and Donald Osborne, led by Keith Martin

Pebble Beach Concours d'Elegance

Where: 18th Fairway, Pebble Beach Golf Course

When: Sunday, August 15, 9 am to 4:30 pm

Web: www.pebblebeachconcours.net

Phone: 831.622.1700

Insider Tip: Alfa Romeo, Pierce Arrow and Jaguar are the featured marques. The concours will pay tribute to Ghia designs. Hot rods – especially Lakesters and Bonneville racers – will be welcomed back, and Indy cars are also a part of the 2010 event. The second year of motorcycles at the Pebble Beach Concours d'Elegance will focus on classic American bikes built before 1950. If you're hoping to get clean, unobstructed photos of all this automotive beauty, your best bet is to arrive at dawn – when the eerie mists and concours entrants arrive simultaneously on the golf course.

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MELINE	OF EVENTS	
Monday, August 9	Quail Rally	
Tuesday, August 10	Quail Rally Automobilia Monterey	
	Carmel Concours	
Wednesday, August 11	Quail Rally	
	Automobilia Monterey	Motorworks Revival 2010 at the Monterey Jet Center
	Gooding & Company Preview Bonhams & Butterfields Preview	
Thursday, August 12	Pebble Beach Tour d'Elegance	
	Rolex Monterey Motorsports Reunion Gooding & Company Preview	
	Bonhams & Butterfields Preview B&B Automobilia Auction Motor Car Auction	
	Russo and Steele Preview Mecum Preview	Auction
	RM Preview	Auction
Friday, August 13	Mecum Preview Auction RM Preview RM Preview	
	Russo and Steele Preview B&B Automobilia Auction	Auction Auction
	Concorso Italiano Pebble Beach RetroAuto	
-	The Quail, A Motorsports Gathering Gooding & Company Preview	
	Legends of the Autobahn - West Coast Summer Concours	
Saturday, August 14	Rolex Monterey Motorsports Reunion Mecum Preview Auction	
	SCM Insider's Seminar RM Preview	Auction
	Gooding & Company Preview Russo and Steele Preview	Auction Auction
	Pebble Beach RetroAuto	
Sunday, August 15	Rolex Monterey Motorsports Reunion Pebble Beach RetroAuto	
	Pebble Beach Concours d'Elegance, Automotive Fine Arts Society Exhibition	
	Gooding & Company Preview	Auction

All times subject to change

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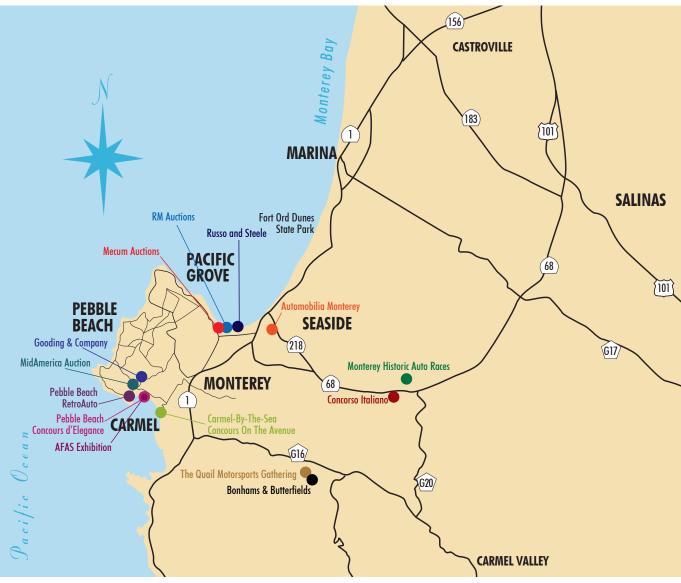
10 pm -

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Sports Car Market POCKET GUIDE TO THE MONTEREY AUCTIONS

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AREA MAP



Numbers to Know

Airports Marina Airport 831.582.0102

Monterey Jet Center 831.373.0100

Monterey Peninsula Airport 831.648.7000

Auction Companies Bonhams & Butterfields 415.391.4000 Quail Lodge, 8205 Valley Greens Dr., Carmel

Gooding & Company 310.899.1960 Pebble Beach Equestrian Center, Portola Road and Alva Lane, Pebble Beach

Mecum Auctions

815.568.8888 Hyatt Regency Resort & Spa on Del Monte Golf Course, 1 Old Golf Course Rd., Monterey

MidAmerica Auctions 651.633.9655 Pebble Beach, beside Retro-Auto

RM Auctions 519.352.4575 Portola Plaza Hotel, 2 Portola Plaza, Monterey

Russo and Steele 602.252.2697 Monterey Marriott, 350 Calle Principal, Monterey Chamber of Commerce Monterey Peninsula Chamber of Commerce 831.648.5360

Police Carmel 831.624.6403

Del Rey Oaks 831.394.9333

Marina 831.384.7575

Monterey 831.646.3914

Monterey County Sheriff 831.647.7672 Salinas 831.758.7090

Taxi/Shuttle Service

Carmel Carmel Bay Taxi 831.624.5180 Yellow Cab 831.646.1234

Monterey Monterey-Salinas Transit 831.899.2555 Yellow Cab 831.883.1234

Salinas Super VIP Transportation & Limo Service 831.375.4175 Yellow Cab 831.443.1234

Towing

Carmel Carmel Chevron AAA Towing 831.624.3827

Marina Mike Gratham Towing 831.884.0506

Monterey Contes Monterey Garage and Towing 831.375.4175

Salinas Lugos Towing Service 831.422.6443

Seaside Seaside Towing 831.392.0166