



Inkwell Solutions, Inc.

Lisa Dearen

858.449.1782

ldearen@inkwellsolutions.com

Sample Press Release

Barrett-Jackson Classic Car Auction Contact:

N/A

FOR IMMEDIATE RELEASE

**There's No Sign of the Recession at
the Barrett-Jackson Classic Car Auction**

Classic Car Auction Revs up to Record Sales of \$26.9 Million

Scottsdale, AZ – January 30, 2002 – Happy days were here again for car enthusiasts and car enviers alike at the 31st annual Barrett-Jackson Classic Car Auction held this past weekend. The four-day event, called the "World's Greatest Car Auction", was sponsored by Dodge-Chrysler-Jeep. Accountants were on hand to count the record-breaking sales of \$26.9 million, with world record prices paid on seven cars.

The auction block was filled to capacity with a smorgasbord of selections. American classics, European sports cars, historic racers and award-winning street rods and muscle cars all came under close scrutiny as a record number of people surveyed the prospects. But when push came to shove, bidders outmaneuvered and outbid each other in a race to own the finest cars the world has to offer.

"Our bidders showed us they are prepared to pay top, and in some cases, world record prices for the very best quality cars," said Barrett-Jackson President Craig Jackson. "This year's auction saw top prices paid in nearly all categories of cars. We continued to realize unprecedented prices for high quality hot-rods, and also exceeded a number of previously established world record prices for certain other car models."

The cry of "sold" defined record-breaking prices for seven cars: a 1956 Ford Thunderbird at \$109,080; a 1970 Chevrolet Chevelle LS-6 convertible at \$172,800; a 1965 Chevrolet Corvette L-78 Roadster at \$124,200; and a 1958 Chevrolet Impala convertible at \$86,400. Another winner in the seller's market included the sale of a 1967 Chevrolet Camaro SS Yenko at \$118,800.

Top price went to the 2000 Saleen S7 Factory prototype at \$432,000. The second highest price went to the 1966 Ford GT40, featured in the MGM movie "Grand Prix," at \$405,000.

MORE

Cars weren't the only thing to watch this weekend. Famed racecar drivers Bobby Unser, Danny Sullivan and Pamelli Jones were spotted, as were television stars Tim Allen and Mark Harmon. The Arizona Diamondback's Cy Young Award winner Randy Johnson was on hand to watch Baseball Hall of Famer Reggie Jackson and Cecil "Big Daddy" Fielder step up to the auction block to each take a hand at selling their rare Chevrolet Camaros. Fielder's 1969 Camaro COPO sold for \$48,6000, while Reggie Jackson's 1967 Camaro COPO bought for \$78,840. Car enthusiasts are sure to see more Camaros on the auction blocks in future years as Chevrolet prepares to discontinue the master of muscle.

A one-of-a-kind automotive collection of racecars and rare racing memorabilia from every form of motor sport, making up 150 lots and representing the finest of Race Rock Las Vegas restaurant's collection, brought over \$520,000.

Of the nearly 800 cars and the extensive collection of racing memorabilia consigned to the auction, an impressive 86% of this year's lots were sold in a record-breaking sales volume of \$26.9 million, which exceeded last year's record-breaking results.

The Barrett-Jackson auction is an automotive lifestyle event that continues to be one of the most influential worldwide, drawing Hollywood celebrities, sports stars, legendary race car drivers and serious collectors. The auction was also televised live for two days on the Speedvision/Speed Channel television network.

#