

Motorsport Auction Group Announces Business Launch

New Company Behind the Auction Block for Hot August Nights

Reno, Nev. ([PRWEB](#)) December 01, 2015 -- A new company will be spearheading the auction and exhibition portions of [Hot August Nights \(HAN\)](#), launching in 2016 for the popular classic car event's 30th anniversary in Reno, Nev. [Motorsport Auction Group \(MAG\)](#) will not only take hold of the auction gavel for the first time between August 4 and 6, 2016, but they'll also present an array of automobiles and product vendors in the Reno-Sparks Convention Center.

In addition to the indoor car auction with a multitude of automotive-related vendors and exhibitors, the new auction company will produce and promote a three-day event in conjunction with Hot August Nights that will feature cars crossing the block every few minutes. From street rods and classics to special interest and exotic vehicles to memorabilia and lifestyle, gearheads will find an exhilarating automotive array at the new auction.

"We're looking forward to working with MAG to build an even bigger and better auction for our participants, and one that's locally based so our economy is directly impacted," asserted Hot August Nights Executive Director Mike Whan.

Motorsport Auction Group is comprised of four partners, eager to put their decades of experience in various facets of the automotive and business industries to work with the new endeavor.

Husband and wife team Sandy and Mike Oberle have more than 30 years in the automotive industry, and a strong passion for classic cars and memorabilia. Their experience previously owning car dealerships spanning three western states, working with collector car auctions across the country, as well as in restoration, sales, service, appraisals, transport and customer service will poise them for success. These two partners will work on building MAG's strong internal staff to run a successful auction.

Hailing from Cincinnati, Ohio and currently residing in central Texas, Larry Gayhart—MAG's strategy and logistics director/partner—has been collecting and fixing up classic cars since he was 14 years old. Gayhart currently owns A & E Classic Cars in San Antonio, Texas, which features nearly 100 classic automobiles that are either restored or in original condition, and frequents car auctions around the country searching for more of these rare must-have cars. Gayhart has also seen success in the construction business, owning a company for 14 plus years before selling it to corporate America.

MAG Partner and Marketing Director Frank Yaksitch is also chief executive officer and founder of Frank's Classic Cars, an automobile dealership in Mansfield, Texas, where he has created national partnerships in more than 20 states. Retired from Albertsons, with over 30 years experience as VP of Operations and continued success in personal business, Frank will bring his executive leadership, strategic and operations expertise to the group.

"We look forward to partnering with Hot August Nights to put on an auction and exhibit that their participants will enjoy for years to come. I've been attending Hot August Nights and its past auctions as a spectator and consigner for over 25 years, and am looking forward to bringing the positive relationships we've built personally and professionally across the country to northern Nevada," stated Motorsport Auction Group Partner and Spokesperson Mike Oberle. "As a team, MAG will strive to cater to our customers' needs, and to provide a



quality auction for them to buy and sell their classic cars and enjoy the overall nostalgic feel of the event. Our team is 110 percent behind the total success of Hot August Nights."

For people interested in selling their cars at the auction, MAG is looking forward to making it a simple process. From purchasing a lot number to checking their car into the auction office, MAG's team will work diligently to meet the seller's needs. Bidders will also benefit from the superior customer service that MAG offers, which will hopefully lead to the successful purchase of the bidder's next dream car.

For more information, visit MotorsportAuctionGroup.com or call 775-997-8885. To stay connected with MAG, find us on Facebook at www.facebook.com/MAGAuction or Twitter @MAGAuction.



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