



Gooding & Company's Pebble Beach Auction Sets Records

Over \$12 Million in Sales Highlights Inaugural Collector Car Auction

([PRWEB](#)) September 22, 2004 -- Gooding & Company's inaugural Pebble Beach Auction, held following the Pebble Beach Concours d'Elegance on Sunday, August 15, 2004, recorded world record prices. Over 81% of the lots offered sold with a total of over \$12 1/2 million in total sales, and set a high standard in the quality and diversity of the cars offered as well as the quality of its presentation and client services.

The highlight of the Pebble Beach Auction was the sale of the 1935 Duesenberg SJ Special known as the 'Mormon Meteor' for \$4,455,000. This sale is a world record for an American automobile at an auction, the fourth highest price realized for a collector car auction in the last decade and more than double the next highest auction transaction during the last Monterey Weekend.

Gooding & Company founder David Gooding commented, 'The 'Mormon Meteor' is one of the most important and historic automobiles of the pre war era. We were immensely proud that its owner entrusted its sale to the Pebble Beach Auction, which resulted in its world record sale price.'

'We were pleased also by the reception which another Duesenberg, the 1929 Model J long wheelbase Murphy Convertible Coupe', enjoyed.' Gooding continued, 'It was freshly liveried by the renowned Stone Barn restorations in Midnight Blue - so dark it was almost black' and brought \$787,500.'

An OSCA MT4, built by the Maserati brothers, with Spider coachwork by Morelli was the object of an intense bidding contest between two determined bidders on-site at the auction that kept onlookers' attention through the evening with a clear, concise and witty call of the sale.

Another world record price at the Pebble Auction was set by a singularly attractive 1971 Mercedes-Benz 280SE 3.5 Cabriolet. The V8-powered luxury convertible, one of only six believed to be finished in Black with Cognac leather interior, brought a flurry of bidder interest resulting in a final price of \$154,000.

'Our goal was to assemble a consignment for the Pebble Beach Auction that was appropriate to its timing as the concluding event in the most important car collectors' weekend of the year,' Gooding observed, 'Each car had to be unique, very special, or the finest of its type, and the 3.5 Cabriolet certainly met the criteria. It was beautiful, subtly elegant and meticulously presented in like-new condition.'

Other important consignments and results included:

A 1931 Cadillac 452-A V16 Sport Phaeton sold for \$484,000;

A one-owner, 33,562 mile 1956 Mercedes-Benz 300SL Cullwing Coupe sold for \$418,000;

1966 Ferrari 275 GTS sold for \$264,000;

1935 Riley Sprite roadster sold for \$137,500; and

A 1949 Mercury 9CM 2-door station wagon with 36,733 miles sold for \$74,800.

Capping The Pebble Beach Auction evening, the last car of the evening, was the sale of a magnificent 1909 Mercedes 45/50 hp Touring car, loaded with brass accessories and lights. Described by Gooding & Company's East Coast representative David Brownell as, 'One of the most wonderful automobiles of the Edwardian Era and an example of the best of Gottlieb Daimler's work,' it brought \$660,000.



Gooding said, "Our object has been to make The Pebble Beach Auction an event worthy of Pebble Beach and the Concours d'Elegance. We made the tent bigger to give our clients ample room to preview the cars. We paid special attention to lighting and the sound system. We worked with our auctioneer, Charlie Ross, to be sure the auction presentation was absolutely clear and transparent. Most importantly, we had a marvelous team, who understood that Gooding & Company's clients are very special people."

"This was our first collector car auction," Gooding continued, "and its success-setting three world record prices and achieving an 81% sale rate and over \$12 1/2 million in total sales-is a reflection of the high standards set by Pebble Beach and exceeded by the staff that makes up Gooding & Company. It is a record which we intend to perpetuate and expand in coming years."

###

**Contact Information**

Dana Mones

Gooding & Company

<http://www.goodingco.com>

818-407-3496

Online Web 2.0 Version

You can read the online version of this press release [here](#).