

March 2014 - Art Asset Overview

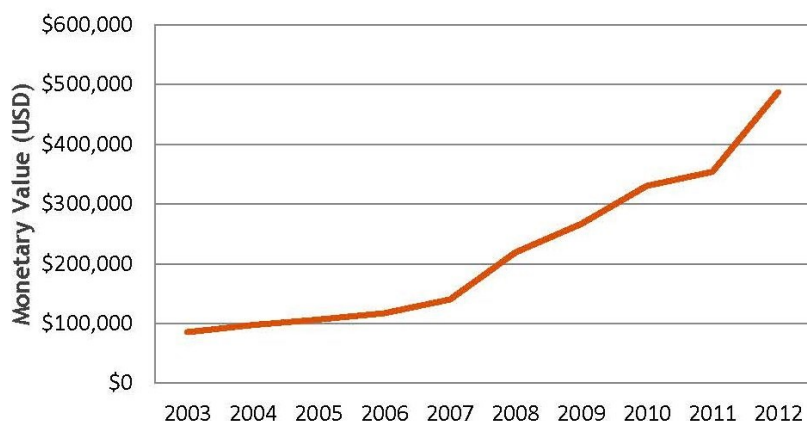
Volume 25 - Classic Cars

Dear Friends,

Winston Art Group's monthly newsletter is designed to give you a closer look at a particular aspect of the art world so you can best manage your assets and continue to grow your collections. The current issue focuses on classic cars.

The collector car market continues to show incredible strength and growth. According to a CNBC report published on March 6, cars were the single best performing collectible in 2013, up 28 percent from 2012. In fact, cars' values increased faster than coins, stamps, watches, wine, jewelry, Chinese ceramics, and furniture over a ten year period, demonstrating a remarkable 456 percent increase between 2003 and 2013.

Classic Car Market



Classic car market value in USD. Data courtesy of Art Market Research.

Overall auction results have maintained a sustained rise in prices coupled with high sell through rates. There has also been active media coverage of both public and private blockbuster transactions, such as the Ferrari NART Spyder, which sold for \$27.5 million in Pebble Beach in August 2013, the 1954 Mercedes-Benz W196R Formula 1 single-seat coupe, which sold for nearly \$30 million in July 2013, and the 1963 Ferrari GTO, which sold privately in 2013 for an astonishing \$52 million. There is a consensus amongst vendors and observers that as long as current government fiscal policy and economic conditions continue throughout the world, buyers will outnumber sellers in the collectible car market.

In general, Ferraris occupy the top of the market. The "Enzo Era" examples are leading the charge by a long stretch. The Mercedes 300SL is also incredibly desirable. Simply stated, any example of the cars mentioned so far have incredible demand in any condition. The next level in demand is European sports cars, including Porsches, Aston Martins, and Alfa Romeos. Also at this level are desirable pre-war coach built cars. Sought-after cars must be correct, fully restored specimens, or pure examples in original condition. If the car possesses either of those two criteria, the demand is strong. If they do not, there is a substantial decrease in value. Condition and authenticity are always of utmost importance. If looking to invest in a collectible car, a recommended strategy is to find what really attracts you, and then seek independent advice to find the best example of that type of car.

The collector car world is a complicated market. It includes many exceptions, contradictions and nuances. Anyone entering this arena should be well-versed or have the benefit of an experienced, qualified adviser. For more information about Winston Art Group's classic car and motorcycle specialist, please contact Claire Brown at cbrown@winstonartgroup.com



Ferrari 250 Testa Rossa, sold for more than \$39 million in February 2014. Other cars of the same model sold for \$12.2 million in 2009 and \$16.39 million in 2011, underscoring the immense and rapid growth in the market for top quality collectible cars.



1954 Mercedes-Benz W196R Formula 1 Single Seater. Sold for almost \$30 million in July, 2013.



Ferrari NART Spyder, sold for \$27.5 million in August, 2013.

Winston Art Group is the nation's largest independent art appraisal and advisory firm. Independent of any auction house or dealer, Winston Art Group specializes in confidential and objective appraisal services and advice on the acquisition or disposal of all fine and decorative art, jewelry, and collectibles.

Winston Art Group is delighted to assist with appraisals, purchases, and sales of classic cars. For more information about Winston Art Group's services or classic car specialist, please contact Claire Brown at cbrown@winstonartgroup.com.

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