

AUTOMOTIVE

## Ferrari curates Sotheby's auction to demonstrate history, achievements

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Ferrari has hand-selected 10 notable models to auction Oct. 7-8. Image credit: Sotheby's

By STAFF REPORTS

To celebrate its 70th anniversary, Italian automaker Ferrari is putting 10 iconic models on the auction block Oct. 7-8.

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In partnership with auction house Sotheby's, Ferrari has hand-selected 10 models that showcase 70 years of history, development and success seen by the automaker. Despite market volatility and geopolitical instability, vintage automobiles are considered a sound investment, with appreciation in value of 490 percent in 2016 ([see story](#)).

### Start your engines

The Ferrari 70th anniversary auction will be held at Sotheby's New York headquarters. The viewing, held Oct. 7-8, will be open to the public and is part of Ferrari's larger celebrations in New York, which will see the placement of the automaker's models throughout the city.

Sotheby's is considered the market leader of Ferrari sales at auction. The auctioneer has sold more Ferraris than any of its competitors and holds the record for five of the top 10 most-valuable Ferraris offered for public sale.

The auction house and automaker have teamed for a number of dedicated auctions including the 2007-09 record-setting "Leggenda e Passione" auctions held at Ferrari's factory in Maranello, Italy.

On Sept. 9, Sotheby's held an exclusive auction at the Ferrari factory. Lots included a curated selection of brand memorabilia, timepieces and sports, GT and racing Ferraris. An auction record was set for both a new car sold at auction and the most-valuable 21st century model during the sales event.

This particular auction also included a charity lot, the LaFerrari Aperta, which generated more than \$10 million to benefit Save the Children.

*Ferrari 70th Anniversary Join us in New York*

In addition to the auction, Ferrari is encouraging consumers to use the event's mobile Web application found at [www.ferrari70nyc.com](http://www.ferrari70nyc.com).

As consumers check-in, photograph and tag #Ferrari70NYC at the four locations where Ferrari models will be placed

they will be entered into a contest to win exclusive prizes from the automaker. A total of 70 prizes will be given out to Ferrari fans.

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