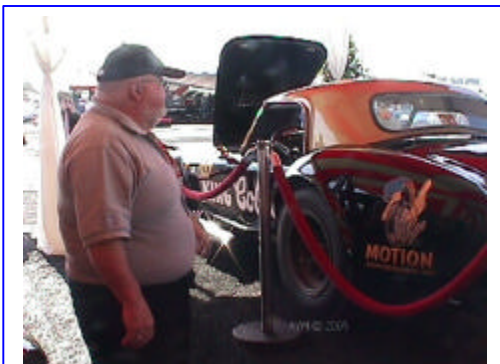


Classic Car News

Read All About It!



What Intrigued Tony About King COBRA

The last issue of the Classic Car News had a lead story that was entitled, "Can You Top This?" The article referred to cars being sold at auction for a million dollars in 2004.

I watched first hand as the hammer dropped on a 3 million dollars prototype 1954 Olds at the Barrett Jackson Scottsdale auction.

Inside this Issue: It Is My Opinion

Interview with Steve Saleen

Barrett Jackson Scottsdale and West Palm Beach

AAAIC All-Auto-Appraisal-Industry-Conference

SEMA Las Vegas, **IAS** Atlantic City

Watch the IAAA Banner at WWW.auto-appraiser.com for future event coverage



The 1953 Buick pictured was the Coupe De Grâce of the Barrett Jackson West Palm Beach Auction. It belonged to Howard Hughes. The 1.6 million made it a another record breaking sale.

“My Opinion” stated that the Collector Car Markets would do more of what you saw in 2004, lofty sales, higher records and multi-million dollar Collector Cars.

Momma be proud, your boy Tony Monopoli has insight into the Collector Car market and didn't turn out to be a Cowboy.

MORE OPINION

The Barrett Jackson Auction that took place in Scottsdale this January continued its success as the leading Collector Car barometer. It was always spectacular, but now it has gone over-the-top. I predicted “speculators will subside with time but the market will still be strong in 2005.” I still believe this. The bidder on the 3 million dollar Olds brought it to his new museum along with the H Hughes Buick. Will the masses want to see them first hand in their new Colorado home? I bet. I stick with the fact that a stronger Yen, Euro and Drachma will bring the next round of record highs for Collector Cars.

SCOTTSDALE JANUARY 2005

Barrett Jackson Shattered Previous Records During their 2005 Auction. General Motors Concept Car and Customized Street Rods Electrify Crowds As Sales Soar to over 61 million.

The Barrett-Jackson Auction Company announced the most successful car auction to date with record-breaking sales in numerous categories. The five-day 34th auction included an all-time winning bid of \$3,2 million with bidder's fees for a 1954 Oldsmobile F-88 General Motors concept car. Dodge-Chrysler-Jeep sponsored it again.

The 2004 AZ sale garnered over 38.5 million with a total of 878 cars being declared sold at no reserve. The 4,286 bidders from 50 states and 14 countries got a chance to take home a vehicle. Among the 200,000 attendees, bidders provided over 858 million in certified bank guarantee letters. Speed Channel broadcast the West World event live.

The Boyd Coddington “Whatthehay”, custom built street rod sold for 540k. Minutes later, a 1936 Chrysler Airflow Custom 2-door Coupe sold for over 550K. The event garnered Hemi- powered automobiles, street rods, muscle cars, classic and pedigree European sports cars.

Craig Jackson declared: “We set more world records this year than any other auction in history.” He credited smart strategies, like the consignment process for the event’s success. The auction was a lifestyle event, featuring fashion shows and a pavilion where patrons were pampered with spa treatments, shopped for high-end jewelry and clothing and had access to some of Arizona’s most prestigious resort communities. The event raised two million for charity between the Galas and special auctions. A complete listing of the sales prices can be found on the Barrett-Jackson web site at www.barrett-jackson.com.

Scottsdale has become the Collector Car Capital of the World over the last decade. The R & M and Russo and Steele auctions have added to this.

Russo and Steele didn’t want to be out done either. They set a New World



Virgil Exner, Jr. "Simca Special" concept car is said to be the most influential proto type ever built because of its *FINS*

Record in Scottsdale selling a Shelby Cobra Sold for 2.1 million.

The bidding erupted into frenzy as the 1963 Shelby Factory 289 Cobra racecar sold for over 2million on Saturday, January 29th. This figure is more than double the previous high set last year for a factory 289 Cobra. A capacity crowd at Russo and Steele went wild as one of the car’s original drivers – the legendary Allen Grant – drove the car onto the auction block.

Grant, who was wearing his team winning driving jacket from the ’63 season, took the microphone to tell the crowd of the car’s illustrious history. An anonymous individual, who has vowed to display the car in the Shelby Museum reportedly purchased, chassis CSX2128.

Russo and Steele produced their most successful sale to date, with sales totaling over 10.5 million. Four of the top seven cars sold were Shelby American automobiles. Russo and Steele reported that both sales and attendance were up by well over 50% percent from last year’s sale.

Other cars bringing strong numbers were a 1967 Ferrari 330 GTC over 172k, a McLaren M6B Coupe over 195K, a 1970 Chevrolet Chevelle SS Convertible over 172K and the “King Cobra” a former Shelby record holding race car at 576K. The sight of King Cobra brought a tear to Tony Monopoli with fond memories of its beginning when original owner Clem Hoppe of Ridgefield, NJ frequented his B & T Automotive speed shop. I will write more on this very special car’s history in future articles.

Russo and Steele is considered a Collector Car boutique, for passionate buyers of European Sports and American Muscle cars. Their next auction will be in Monterey, CA on August 20th, 2005.

THE AAAIC

The 2nd AAAIC™ (All-Auto-Appraisal-Industry-Conference) took place January 28th 2005 in Scottsdale AZ. Enlightened automotive appraisers and associated industry professionals descended upon the AAAIC for their yearly dose of interaction with peers and other industry professionals. The Conference coincided with the world-renowned Automotive Car Auctions



Tony Monopoli presents Max Janisch with a Special Appreciation Award.

that took place in Scottsdale in January. Industry professionals willingly shared knowledge and the latest information in hopes of benefiting automotive collectors. Speakers contributed to the development of the automotive appraisal-acceptable protocol for insurers, lenders, leasers, publishers of value guides and the legal community. The AAAIC announced that Don Christy, Publisher and CEO of the

NADA Classic, Collector Car Price Guides and the Nadaguides.com are the second inductee into the AAAIC Hall of Fame. Steve Ferguson, the division manager of the NADA Classic and Collector Price Guides and the AAAIC first Hall of Fame recipient accepted the award.

The IAAA took the opportunity to announce its 2005 MVP (Most Valuable Person), during the AAAIC. The IAAA awards it to a deserving member whose efforts benefit the association, its members and the appraisal industry.

The IAAA chose Lance Coren for the second year in a row for its coveted MVP. Lance spent a year working with the Russo and Steel Auction to develop the IAAA Scottsdale Seminar. The Seminar took place at Scottsdale Arizona. Lance and Nephew Maxwell Janisch devoted an extraordinary amount of their time to the AAAIC.

The IAAA awarded Maxwell Janisch for his service to the IAAA and the AAAIC. Max designed the conference website, the evenings program and also photographed the event as a volunteer.

IAAA/RUSSO and STEELE SEMINAR



IAAA team took the crowd to the cars during the 2-hour seminar at the Russo and Steele Auction.

The IAAA provided a valuable service to Bidders at the RUSSO and STEELE AUCTION that took place in Scottsdale in January 2005. IAAA members versed in inspecting and evaluating Exotics, Street Rods, Customs and Collector automobile gave a two-hour course designed to enlighten the bidding public and other auto appraisers in attendance on buying cars at auction. To learn more about other IAAA Seminars watch our moving banner. Use the button located on

the IAAA navigation page to access other scheduled seminars.

Our visit with Saleen

Steve Saleen is written about in many articles and The Saleen Book by Brad Bowling about the man and his cars. My first impression of Steve Saleen came at an autograph session at the Saleen display during the 35th anniversary of the Mustang in 1999.



Steve and Tony at the NY Auto Show

I have written several articles about getting Car-celebrity autographs over the last decade and can tell you that I am still impressed with that first sighting of Saleen. An endless line of enthusiasts waited for his autograph.

The opportunity came to visit the Saleen plant in Orange County CA. I



The Saleen plant reminded me of photos of Henry Ford's model T assembly line.

choose the word plant on purpose—especially for those who try to portray Saleen as a Tuner. I can tell you that I have been to quite a few "Tuner" shops over my forty-plus years in the Specialty Vehicle and after-market parts business. As an automotive appraiser, consultant and expert, who started working at the Ford Plant in Mahwah NJ, I know a plant when I see one. I don't think I was the only one impressed with the

Saleen operation, considering Ford has Saleen assembling their GT in Detroit.

His personal assistant, James welcomed me. He gave me the Full Monte Tour, I even had access the no-camera R & D area. My timing was impeccable considering that I arrived in time to see the newest Saleen Mustang models in various stages of assembly. The assembly line floor plan was something that Henry Ford could be proud of. James took me through the various departments where components were manufactured, coated sub-assembled and readied for workers to install.

The various shops included an engine assembly room; an upholstery shop; a body and paint shop; an engineering department; an R & D department and a Chassis fabrication shop, where several Saleen **S7** chassis were being fabricated.



I was then brought before the Man himself. My first introduction to Steve Saleen came years earlier at a SEMA show, during the Keynote address. I sat with Steve and found him as down-to-earth and easy to talk to, as you can't imagine, considering his busy celebrity status.

I started our recorded interview by saying, "I am here in Irvine California, and Steve added Sunny Irvine, CA." He went on to say "well at least this afternoon it will be." At the time it was raining. I mentioned that for the record it should be noted that I did not bring the rain with me, because it had started several days prior according to the evening news.



TM: I asked Steve for a Chronological History of his career?

STEVE: I went racing professionally out of college and won my first race in 1975 in a Pontiac Firebird. I strived for a relationship with Pontiac, as they were doing special edition cars. I got involved with their product planning and selling. Ford got back into racing in the early eighties and was being beaten on the track by us. I informed Ford that they did have a good product. I started in business with them then, and haven't looked back since.

TM: What car did you drive as a teenager?

STEVE: I started with a 1956 Porsche. I sold that and got a 1965 Shelby Mustang, which then was turned into a Race Car. I had also had a 66, a Boss 302 and other Mustangs.

TM: Which car was your dream ride as a teenager?

STEVE: A GT 40, the irony of that is that I now build the new GT for Ford. As a kid I loved all kinds of exotic Sports Cars, including Ferrari, Lamborghini and Porsche. I was pretty well taken with sports car racing and Formula One.

TM: I understand that NASCAR is getting options on young racers from Go Kart racing?

STEVE: They have been watching kids in Shifter Kart racing. They are fast and need skilled drivers to race them.

TM: Ferrari built racecars for the street, is that the case with the Saleen S7?

STEVE: It is not a real racecar, but if you build the ultimate performance car, the lines blend.

TM: Now Ferrari is saying that they build Street Cars that you can race, is that the S7?



S7 In Various Stages of Hand Assembly

STEVE: Yes, that is a better way of putting it.

TM: You built the first S7 in 2001, what got you to build it from scratch, isn't it a big undertaking?

STEVE: As a kid I dreamed of building my own two-seat sports cars, what would it look like and what could it do. I was fortunate to have the moon and the stars line up, allowing me to accomplish it and to achieve the success was pretty gratifying as well.

TM: From the looks of this place it looks like you did well?

STEVE: Yes.

TM: Would you want to be type cast as a racer who sells parts, an entrepreneur who races, or a guy with a passion, who wants to make his mark building and selling his own cars?

STEVE: It's probably a little bit of both. It started off with the racing, where the concept was to augment the racing by selling streetcars and once we got involved with the streetcars, we realized the potential, which it has taken over the leadership.

TM: I was told that Ferrari spends everything that they make on racing?

STEVE: I understand that they spend about 80% of their profit.

TM: Will there ever be an OEM Saleen Model?

STEVE: The S7 is a factory-built car.

TM: Will there be a Ford Saleen as there was a Ford Shelby.

STEVE: I really can't comment on what the future might hold, because I don't know what the future brings.

TM: We both witnessed the most successful SEMA Show according to my Las Vegas Taxi Cab driver poll?

STEVE: It was hard to say because we had to wait in line so long to get one, so I guess they were busy.

TM: The Ford Booth Displayed several of the after-market tweaked Mustangs. Do you see this as being more mainstream? Will there ever be guys like Dario Orlando or Steve doing Mustangs and being in Ford's eye all the time.

Steve: I will take a little bit and kind of clarify. Dario has been around along time. He has been associated with us and was a roommate of mine when I started the program.

TM: Oh, was he?

Steve: As most of the people had a relationship with Saleen that were showing a lot of the cars there. From Saleen's standpoint we have a division that services the after-market, but what you saw there in our product was totally different than the after-market.



Saleen body components manufacturing shop

Our product is a production-based vehicle. As seen, they are certified and sold through a franchise dealer. If you look of its qualities from a performance standpoint and its retail value, you would know there really isn't anything after-market about what we do on both the Mustang and the Focus, which is the new product for us as well. To answer your question specifically, Ford recognizes

that there is life after they leave the Factory. And they realize that consumers want to change their vehicles personalities, whether it's appearance, performance, interior or you name it. I think that is the way the automotive world is heading more and more and not less.

TM: I come from an automotive after-market back ground that manufactured and brought many new products to market and I have seen some of the OEM's pick up on what I did. I think we provide an R & D for them.

Steve: I agree. First, I don't know of another company in the world that does what we do. Second of all, we get lumped in with this after-market chider and that is not what we do. Everyone else whether it was Rousch, Steeda or all the other 15 mustangs at the SEMA Ford Display – they are all after-market companies. You buy the car, you buy the parts and you install them. With us – you don't. Ford offers a six-cylinder mustang, a GT Mustang and a Saleen Mustang. Saleen vehicles come with the same warrantee and buying experience as other OEM cars. We go through the certification process, which allows us to sell in that dealer environment.

TM: I have been to Orlando's place in FL and many other tuner shops. I was the director of advertising with a Mustang publication. I didn't know what to expect coming here. I see this place as a facility where you build cars. I noted to your man James that this place looks like a Henry Ford Model T line complete with the various manufacturing shops in the surrounding perimeter.

Steve: We have engineers. There are eight Major OEM's worldwide. We do the same exact thing in bringing product to market, including dealing with the UAW with the advent of the GT that we assemble for Ford.

Classic Car News TM: Steve went on to mention the similarities between Saleen and the OEMs.

Steve: We have taken 10,000 certified turnkeys to market. If you include Saleen-equipped cars, there would be 500,000 cars.

Classic Car News TM: Steve went on to explain the advantages of providing a service to a niche market. The NADA Collector Car Price Guides and the CPI guides document his vehicle's value history unlike tuner vehicles.

Steve: When we introduced the S7, that's awfully hard for you to do. What people didn't realize is that we have been doing that all along and the infrastructure that we had, allows us to do that. Building it makes it relatively similar to what we do.

Classic Car News TM: We agreed that Ford showed their appreciation of Steve's companies abilities to build quality products by having them assemble the Ford GT.

Classic Car News TM: After visiting his Irvine Plant and I mean, "Plant," I can assert that his company is truly an OEM and his Saleen Vehicles are FUTURE CLASSICS and his Mustangs are present day Muscle Cars.

STEVE: Certain obligations and notoriety are expected when you are building a product as passionate as an automobile. I try to be accessible to people buying the car. Attending many shows keeps me close to the market and allows me to understand what people want to have and keeps me in touch with the marketplace.

TM: To what do you contribute the long time success of the Mustang?

Steve: It's a love affair that was started in 1965 and captured the hearts and imagination, especially of the American public. As the baby boomers have grown older, they never lost that love affair and as new generations have come from behind us, they have had the same reaction with the car.

It has become one of the icons from an American pop culture and one of the very few cars that has staying power and the passionate reaction that you get from people of all ages.

TM: If you own a Mustang it doesn't matter what year it is.

Steve: It appeals to an elementary school kids and to a 92-year-old grandma, who purchased a Red Saleen Mustang Convertible.

TM: That's cool. The richest people in the world, to those struggling to make ends meet, own Mustangs.

TM: I see the Mustang as phenomena unmatched by other marks. Is it the racing, its affordability or the endless availability of after-market parts that contributed to its success?

Steve: I think it is the base car, even though SEMA voted it as the most after-market friendly car. First, I believe it's the sporty segment and second, I believe it is affordable and it offers utility,

TM: I witnessed the Sale of a 1967 Shelby Mustang GT 500 sell for 175,000 dollars. In 30 years, which Saleen Mustang will equal that?

Steve: We are starting to see the few cars we built in 1984; well actually I know the person that owns them and it would take more than that before he would part with them. If you get into the 85, 86 and 87 has some pretty good value at this time. The 1989 SSC with only 160 of those made and another comparable one was in the 90s was the SV 351 would achieve a pretty significant value.

TM: Both my kids grew up with, Drag Racing and Hot Rods. My Olds powered Model A was featured in a 1970s issue of Street Rod Year Book, and was also in Hot Rod. My 1934 Ford was built in 1960, and yet my son's first ride was a Mustang GT Convertible and my oldest, the daughter had a 1994 GT Convertible.



Steve autographing a copy of the Saleen Book

I can appreciate their decision to have Mustangs and understand why they didn't have the same cars I grew up with.

TM: I thank Steve for having me and hope that you enjoyed my interview as much as I enjoyed doing it.

Classic Car News TM: I believe that the Saleen S7, the Saleen Mustang and the Saleen Focus are fun, powerful and well documented as collectible cars already. I believe in history repeating itself so I predict that they will be Future Classics. The Dusenbergs had similar circumstance and heritage.

FUTURE CLASSICS:

Hotrods for the Next Generation

- Paris Mangelsdorf

Teenagers want a Volkswagen Beetle, a Honda Civic or a BMW 3-Series sedan—not a Chrysler Sebring, Dodge Stratus, GMC Envoy, Subaru Legacy or Toyota Scion tC. That's the finding of a national survey of 16- to 19-year-olds conducted by TNS Automotive, a Greenwich, CT-based, market research firm. The survey was conducted to learn what vehicles are on teen wish lists. "The automakers are improving (in marketing to youth) but still have work to do and would make a mistake in assuming teens have the same preferences as adults," says TNS President Andy Turton. Teens report the brands that they desire most are Volkswagen, Honda, BMW, Pontiac, Mazda and Mitsubishi. The least desirable are Jaguar, Scion, Kia, Dodge, Chrysler, Subaru and

GMC, Chevrolet and Ford are middle-of-the-road choices among teens, considered safe and reliable, but "there's nothing special when it comes to styling," Turton says. That's significant because the No.1 reason teens give for favoring a car is exterior styling (43%), far more important than the two other top reasons for being drawn to a specific brand—that their friends will like the car, too (29%), and that the car gives them mobility (20%). That goes along with the No.1 reason teens dislike a particular brand—that the car blends into the crowd and doesn't stand out (92%). Turton says that while adults have gravitated toward trucks in recent years, teens favor sedans (37%) or coupes (33%) as their first choice in what to buy. Only 14% of teens favor pickups, 8% SUVs. One surprise in the survey is that Toyota Motor Corp.'s Scion brand, which has relied on targeting youth and using the Internet to promote its lineup, is failing to capture attention from teens. While 90% of teens say they are aware of the Honda brand, only 30% express an awareness of Scion, and even then aren't impressed. So with this in mind let's get to Paris at the 2005 International Auto Salon.



H 3 Hummer rims dwarf Paris

The Classic Car News welcomes our Latest Staff members. The father and daughter team come to us through a long time relationship and friendship with Photographer and Corvette collector Roy Mangelsdorf. Paris Mangelsdorf was not even born when we met her father. Mom and Dad own Corvettes, so it is natural that Paris is a certified Car Fan who races her own Neon. Paris will cover some events for

our Classic Car News Future Classics. Paris first assignment was to visit the IAS (International Auto Salon in New Jersey).

Paris: SEMA, the Specialty Equipment Market Association, hosted its 2nd Auto Salon at the Atlantic City Convention center May 21-22. The only SEMA show open to both trade and consumers, the IAS offered a variety of show cars, racecars, manufacturers and educational programs.

As a first-timer to SEMA and a sport-compact enthusiast myself, I entered the show with a rather self-centered approach – what are the latest tuning trends, what can I get for my car and where are all of the “pimped” RX7s?



I had to check out the RX7, though personally I like red better. Sport compact is not just for Japanese makes anymore!

Unsurprisingly, the \$29 billion sport compact market greatly over shadowed my selfish search for Mazda tuners. For those of you who still think “sport compact” means Honda, the tides have turned. According to SEMA research, Honda has lost its edge – from 70% of the market in the late 1990’s down to less than 40% since the emergence of a more varied offering from companies such as Nissan, Scion, Ford and Dodge.

On the expansive show floor, with a background of pounding base, I found booths showcasing everything from NGK sparkplugs (which I do, incidentally have in my RX7) to the latest concept car from Scion. Some others included BF Goodrich Tires, GM, NHRA, K&N Engineering, Hawk Performance and MSD Ignition – all ready with information, product exhibits, friendly representatives and scantily dressed models.



'57 Chevy “Old Skool” ride made also got lookers

The exhibitors were flanked on all sides by show cars. These tricked-out, dubbed-out and worked over machines competed in several classes from makes to “Old Skool” and “Best ICE (in-car-entertainment).” Some that stood out in my mind included a Hummer with 28” (no that’s not a typo) rims, a slammed ’57 Chevy and naturally the two beautiful 3rd generation RX7’s.

SEMA went beyond pretty cars - I learned more than just what new body kits and bolt-ons are available for 2005. SEMA not only promotes going fast, it emphasizes safety. RASR and SAN are two organizations whose purpose stood out from the sensory overload of the show.

RASR, or Racers Against Street Racing is an group dedicated to the promotion of racing by publicizing tracks and events where you can get your kicks and legally too. With some notable backing by NOPI inc, APC, Pep Boys, and Honda of America, www.RASR.info aims to educate automotive enthusiasts and promote intelligent racing.

SAN, or the SEMA Action Network offers legislative solutions for automotive enthusiasts. They address such issues as racetrack noise and hours of operation as well as state inspection standards. San is dedicated to providing detailed, frequently updated information on both legislative and regulatory issues on their website at www.semasan.com.

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