
Classic Driver Dealer: Very Superior Old Cars

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This week, a prominent Dutch specialist in classic automobiles took us on a tour of his sales rooms. The company, Very Superior old Cars (VSOC), offers an unusual mix of services ranging from restoration through to transport - as company founder and classic enthusiast Alex von Mozer explained.

VSOC was founded by von Mozer in 1992. Classic cars have always been Alex's passion and after graduating in Mechanical Engineering from Delft University, he decided it would be more interesting and challenging to start his own classic car business than to work in an international company. Back at the start, VSOC was simply a consulting company offering professional advice on how to buy cars in the classic market. In the early 1990s, this was a unique concept.



At that time, cars were primarily sourced for customers with specific requests. Gradually, consignment sales became part of the business, giving customers a way to sell their cars with ease and peace of mind. As von Mozer puts it: “Anyone can sell a car, but it is much harder to ensure that the customer returns again and again”. VSOC now takes care of all aspects of classic cars; from sales and marketing to servicing, plus all the necessary administration – such as payment, shipping and insurance. When it comes to the servicing work, mechanical rebuilds, bodywork and restoration, the company cooperates with specialist local workshops.



In the VSOC showroom we found more than 30 fine cars for sale, ranging from a superbly restored **1965 Ferrari 330 GT**, to a fabulous **1937 Lagonda LG6 Drophead Coupe**. All of which can be viewed in the [Classic Driver Car Database](#).

After all these years in the business, von Mozer is still as passionate as ever about classic cars. Whether it's a carefully restored **1958 Alfa Romeo Giulietta Sprint Veloce** or a **Porsche 904 GTS**, he inevitably finds his work a pleasure. “The best part about this work, which is also my hobby,” he says with enthusiasm, “is that there’s still so much to learn about the cars and the people involved with them”.



Alex von Mozer himself is a regular entrant in Dutch and European historic rallies and other events, in which he competes either with one of his own cars or occasionally with that of a customer. VSOC is centrally located near Amsterdam Airport (Schiphol).

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