

CLASSIC DRIVER

RM Auctions - Ferrari Leggenda e Passione 20th May 2007 - Review



A little bit of North American showmanship came to Maranello last Sunday, in the form of Ontario auctioneers RM, in association with Sotheby's, holding their first all-Ferrari sale at the Fiorano track. The results were, to say the least, spectacular.

So successful was the sale that all but one car was sold – and I'm sure Rob Myers will be trying to post-sale that one as I write – at an average selling price of over one million dollars, the auction as a whole grossing \$US46 million.

Top money went to the **1962 Ferrari 330 TRI/LM Testa Rossa** , selling for Euro 6,875,000 (a figure that includes buyer's premium, as all our prices do, and equates to around £4,708,904 or \$US9,231,063). This was the Le Mans-winner of that year, had been driven by the ultra-successful pairing of American **Phil Hill** and Belgian **Olivier Gendebien**, and was the last in the famous **Testa Rossa** series of sports racers. Ticking all the boxes in a big way, the saleroom erupted when the hammer finally went down on the aggressive racing Ferrari driven, as were so many of the cars, 'onto the block' in the time-honoured North American fashion.

Ferrari President Luca di Montezemolo

The welcome scene for buyers on Sunday

ex-Lauda family 1973 Ferrari Dino 246 GT - Sold for Euro 132,000

1985 Ferrari 288 GTO - Sold for Euro 440,000

This was a colossal price, and was just one of several records for the marque made over just a few hours in the technical building at the Fiorano track, normally home to the Scuderia's transporters and support vehicles.

Saturday had seen a visit from **Michael Schumacher** and extensive activities at the circuit, including a VIP reception, while prospective bidders on Sunday enjoyed the company of Ferrari's President, **Luca di Montezemolo**, and Chief Executive Officer, **Jean Todt**, who were showing great interest in the fabulous selection of cars (and automobilia) on offer, all entries carrying full certification of authenticity via the [company's Classiche programme](#).



First on stage was the **1986 Ferrari 328 GTS**, selling for Euro 44,000, followed by the **1963 Ferrari 250 GTE** (Euro 143,000) and **ex-Lauda** family **1973 Ferrari Dino 246 GT** (Euro 132,000). These were strong figures for nice cars, albeit ones of a type available from dealers worldwide.

The pace hotted up with the arrival of the ex-Massa **2006 Ferrari 248 Formula 1 Grand Prix Car** that sold for Euro 1,650,000, while the silver **1966 Ferrari 275 GTB/4**, a running car that really needed a restoration, found a new buyer on market value for Euro 605,000 (£414,384/\$US812,334). The strong money then started coming in as the red **1985 Ferrari 288 GTO** [we drove recently](#) went for Euro 440,000 (estimate Euro 325,000 - 375,000) and the big sports racing **1970 Ferrari 512 S** went for a top-estimate Euro 2,640,000.

1965 Ferrari 275 GTB - Sold for Euro 605,000 1966 Ferrari 275 GTS - Sold for Euro 423,500

Edsel Ford was in the saleroom to see his yellow **1971 Ferrari 365 GTS4 Daytona Spider** sell for a storming Euro1,045,000 (Estimate Euro 575,000 - 725,000), while the first of the **SWBs**, a **1960 Ferrari 250 GT SWB Competizione**, sold for Euro 2,090,000, the white and green car was on display part-completed, as the new owner will receive a totally restored car from **Ferrari Classiche**. The **'Street' SWB** went for Euro 1,870,000.

Rob Myers, Max Girardo and the rest of the RM team weren't letting the saleroom - still buzzing from the 330 TRI's price - rest, because next lot up was an ideal **Mille Miglia** car (the sale was held the day after this year's retrospective finished), the **1953 Ferrari 340 MM Competition Spyder**, duly selling for Euro 2,310,000.



The yellow **1985 Ferrari 288 GTO Prototipo** wowed onlookers for Euro 506,000 (Estimate Euro 400,000 - 450,000), and then both the **1967 Ferrari 365 California** (Euro 715,000) and **1966 Ferrari Dino 206 SP** (Euro 2,420,000) had experts reaching for their calculators, before the sale closed with another 'big one' the **1953 Ferrari 340/375 MM Berlinetta**, resplendent in its Carrera Panamericana livery, sold for Euro 4,235,000 (that's £2,900,685/\$US5,686,335) against an estimate of Euro 2,800,000 - 3,200,000.

Prior to the motor cars the 70-odd pieces of automobilia garnered Euro 457,413, with only one lot unsold, and the **2005 Formula 1 Steering Wheel** achieving Euro 63,250.

1966 Ferrari Dino 206 SP - Sold for Euro
2,420,000

2001 Ferrari 550 Sperimentale - Sold for Euro
165,000

A truly sensational sale, and one that for those used to understated 'Old World' auctions a real eye-opener - but an event that made for riveting viewing, with professionalism and showmanship in good measure.

RM are likely to be holding further sales in Europe this year; as an opener, they couldn't have wished for more.

To see the full results, including approximate conversions to £Stg and \$US, please [CLICK HERE](#).



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