

# CLASSIC DRIVER

## [Talacrest tells all about selling one billion-dollars' worth of classic Ferraris](#)

### Lead

If you caught our story about Talacrest earlier this year, you'll know that founder John Collins has traded almost every significant 1950s and '60s Ferrari in existence. Now, the enigmatic Scot has compiled a book, providing candid insight into selling 1,750 Ferraris worth a combined 1bn US dollars...

### Part of the mystique



The new 350-page book chronicles [the last 30 years of Talacrest](#), from when Collins borrowed £300,000 from his friends to set up in 1987 to earning the Queen's Award for Enterprise in 2016. Along the way, the company has become known for selling the most famous blue-chip Ferraris, including nine 250 GTOs, a handful of pontoon-fendered 250 Testa Rossas, and a smattering of sultry 'P' cars. In the book, Collins talks candidly about all these cars and how the deals came about. Illustrated with archive imagery, Talacrest's memorable print advertisements, and even a few of Classic Driver's shots from when we visited last Christmas, *Dealing in Dreams* has been a year in the works, and it's now [available to buy](#). What's more, Collins is donating all proceeds to two charities close to his heart: The Racehorse Sanctuary and the Thames Valley Air Ambulance.

*Photos: Tom Shaxson for Classic Driver © 2017*

### Gallery









**Source URL:** <https://www.classicdriver.com/en/article/cars/talacrest-tells-all-about-selling-one-billion-dollars-worth-classic-ferraris>  
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