

ARIZONA DRIVER

THE ENTHUSIAST'S GUIDE TO LIFE BEHIND THE WHEEL

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ARIZONA AUCTION FEVER '04

**RUSSO AND STEELE COLLECTOR AUTOMOBILE AUCTION
PLUS!**

- MOBILITY : FORD AND GM PROGRAMS BRING IMPROVED DRIVING ACCESS TO THE DISABLED
- TEEN DRIVER : SEATBELTS AND BASIC PHYSICS ■ ARIZONA RIDER : HONDA VALKYRIE RUNE
- BRIDGESTONE PERFORMANCE TIRES FOR ACURA TL ■ CHRYSLER CROSSFIRE OVERVIEW
- KOREAN LUXURY: HYUNDAI XG350L ■ PIR 2004 SCHEDULE OF EVENTS ■ AND MORE!

VEHICLES • EQUIPMENT • SAFETY • PERFORMANCE • MAINTENANCE • MOTORSPORTS • EVENTS • DESTINATIONS • ATTRACTIONS

Russo and Steele Collector Automobile Auction: Sport, Muscle, Rod, Custom



For 15 years, Drew Alcazar honed his skills as a collector car restoration expert in Southern California, setting multiple world sales records with his muscle and sports car restorations. That expertise and the commitment of unparalleled personal attention to his clients are now the foundation for Russo and Steele Collector Automobiles. Enjoying unprecedented success after just four years, the collector car hobby has found a niche with Alcazar's auctions that specialize exclusively in European Sports Cars, American Muscle Cars, Street Rods and Customs.

"I value the ability to personally interact with my clients," said Alcazar. Consequently, Russo and Steele is a "highly interactive" auction, and intimate by design. The true collectors can get close to the cars. "Our theory is less is more. I sell a select group of high quality cars and deliver a unique experience for the attendees." From atmosphere to hosted amenities, Russo and Steele pursues the singular objective of "a car auction for car people." By niche marketing the type of cars sold as well as the environment created by catering to the needs of the most discriminating of enthusiasts, this auction has quickly become the place to enjoy this passionate hobby.

Alcazar's experience in the industry also allows him to counsel buyers and sellers. "I have a fiduciary responsibility to advise my clients—especially on the seller side—to give them insights on the real market value of the car, tempering some of their own personal emotions." On the buyer side, Alcazar can often share personal knowledge about the seller and how the car has been maintained. "From a buyer's perspective, having knowledge of the history and ownership background is extremely valuable in determining how high they should bid." As bidders are well aware, once the gavel falls, the car is sold and they are the new owners.

The Russo and Steele auction, January 23-24 in Scottsdale, is executed under a big top tent and includes a charity gala to benefit a local non-profit organization. Only bidders, consigners and their guests have access to the auction tent, which keeps the focus of the evenings truly on the cars and the buyers. Attendees are treated to a catered dinner and hosted bar. Meanwhile, the general public may view the cars in a special preview area before they roll into the auction tent.

It is this unique and exclusive perspective is quickly earning Russo and Steele the preeminent position in the marketplace for the true collectors and for those who have fine Sports, Muscle, Hot Rods and Customs to sell. For more information on the auctions go to www.russoandsteele.com or call 480.517.4005. ■

