

ARIZONA DRIVER

THE ENTHUSIAST'S GUIDE TO LIFE BEHIND THE WHEEL

VOLUME 5 NUMBER 6
NOVEMBER-DECEMBER 2006

Valley auctions on deck

• Upcoming highlights of Russo and Steele, Barrett-Jackson

Plus... • Hyundai Azera Limited and Hyundai Accent test drives

And... • Land Rover high adventure in Belize



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

RUSSO AND STEELE COLLECTOR AUTOMOBILES

The 7th Annual Russo and Steele Collector Automobile Auction roars into north Scottsdale January 18-21, 2007. Experience 500 European sports cars, American muscle cars, hot rods and customs and see why Russo and Steele has cemented itself as one of the Big Three Collector Automobile Auctions in the US.

Russo and Steele was created to provide a highly targeted alternative in the world of collector car auctions. Specializing in European sports cars, American muscle

cars, hot rods and customs, Russo and Steele was launched in Scottsdale in 2001. CEO Drew Alcazar had a very clear vision of what he wanted to deliver—a unique, highly personal and visceral experience in an intimate environment. His objective was an auction that was exclusive and boutique in style, focusing primarily on the specific needs of the buyers and sellers of high quality collector automobiles.

The site, at Scottsdale Road and the Loop 101 Freeway in north Scottsdale,

offers newly paved entry roads, plus expanded covered tent space to include all the consigned vehicles—over 140,000 square feet! Regardless of weather or time of day, attendees and clients will enjoy an all-encompassing environment including an expanded Vendor Midway and plenty of concessions for all tastes.

Inside the auction tent, complimentary hospitality for bidders, consignors and their guests, with catered food and beverage, has been extended to service the entire day.

But the highlight is the exciting, visceral, interactive format that is the signature of this high line event—live “Auction in the Round” returns, giving all spectators a great view of the auction block action. Dubbed by some media as a “night club – prize fight arena,” this unique presentation by Russo and Steele lets everyone be part of the action, experience it, live it, and be part of the epicenter of action.

Continuing to contribute over \$100,000 to benefit the Phoenix Children’s Hospital’s

Emily Center, a new addition this year has everyone buzzing—in addition to the notoriously “sold out” Martini Lounge themed Preview Gala on Wednesday, January 17th, the Emily Center is raffling off a 1965 Ford Mustang Convertible. Stunning in blue on blue livery, the 289 cubic inch Ford V8 and factory four-speed transmission will have the lucky winner motoring in style with top down! Each raffle ticket will cost \$100 and the number of tickets is limited to only 500.

SCHEDULE HIGHLIGHTS:

- ▼ Wednesday-Sunday, January 18-21, 2007
On-site bidders’ registration
Gates open at 10am
- ▼ Wednesday Evening, January 17, 2007
Charity Preview Gala, 6:30pm
RSVP Required. Tickets: \$175 per person
Benefiting the Phoenix Children’s Hospital Emily Center
- ▼ Thursday, January 18, 2007
Gates open for preview at 10am
Memorabilia auction begins at 4pm
Auction of vehicles 5-10pm
- ▼ Friday-Saturday, January 19-20, 2007
Gates open for preview at 10am
Memorabilia auction begins at 12 noon
Auction of vehicles 1-11pm
- ▼ Sunday, January 21, 2007
Gates open for preview at 10am
Champagne Brunch at 11am (bidders, consignors and their guests)
Memorabilia auction begins at 12 noon
Select auction of vehicles 1-5pm

LOCATION: 18601 North Scottsdale Road, just south of the Loop 101 Freeway, in north Scottsdale. Look for the big white tents on the east side of Scottsdale Road.

TICKETS: General gate admission for access to the car preview area is \$15. Bidder registration is \$100, bidder guest \$50.

INFORMATION: www.russoandsteele.com

This year’s Charity Gala is titled “Russo and Steele’s Martini Lounge” and will include food stations, hosted bars and a great band. Proceeds benefit Phoenix Children’s Hospital’s Emily Center, a pediatric health library where parents can get answers to questions and learn what they need to know to fully participate in their child’s health care.

Some 500 select cars will be auctioned in a unique auction-in-the-round format. Registered bidders and consignors, along with their guests, have access to the auction arena. The general public is invited to enjoy the Car Midway.

What’s New in 2007

This year an additional evening has been added, offering five days and five hundred collector automobiles. All automobiles can be viewed in a new enhanced perfect-bound Russo and Steele catalog. Not only does this catalog give every detail about each

THE 7TH ANNUAL RUSSO AND STEELE COLLECTOR AUTOMOBILE AUCTION

KEEP RIGHT >>



consigned automobile, but it will definitely become a collector's memorabilia piece perfect for the coffee table.

Russo and Steele has implemented a new shipping program, providing free shipping to the winner bidders. For details, please visit www.russoandsteele.com. Russo and Steele also offers a complimentary fourteen-day full coverage insurance binder to ensure that all sold automobiles have safe delivery to their new owners.

Site improvements, tent and hospitality improvements and an expanded Charity Gala with Mustang raffle are mentioned above. The inviting auction-in-the-round format gives all of the spectators a great view of the auction block action, complete with pulsating music and a dramatic light show.

Russo and Steele welcomes a new sponsor for the "Sports and Muscle in Scottsdale" this January. System One polish is a new concept in polishing paint that works with one product to remove color sand scratches at the body shop, and the same product to produce a perfect shine on any surface in all detailing shops or on any polishable surface including wood and plastic. System One will offer seminars on site to get better acquainted with their product.

The Russo and Steele concept

CEO Drew Alcazar, along with his partner and wife Josephine, decided to buck tradition and not name the company after themselves. To maintain some type of anonymity and to create an organization that empowers their employees, they conceived the Russo and Steele Collector Automobile Auction. The name Russo and Steele was born from the cars they love: Russo representing the European Sports Cars and derived from the name Russo Rubino—the dark red of vintage Ferraris. The name Steele represents "Detroit Iron" of the American Muscle Cars.

Embracing decades of experience in collector car restoration, and harboring a true passion for quality cars, Drew had a very specific design for of the type of auction experience he wanted Russo and Steele to embody. Not only does the auction limit the number and kind of cars allowed into the sale, the attendees inside the "big tent" are regulated to bidders, consignors, and their guests. To create and keep Russo and Steele in an exclusive format for car enthusiasts, only registered bidders, consignors and their guests are allowed into the main auction tent where the cars cross the auction block in a

high energy arena, all coupled with dinner and cocktails. Meanwhile, the general public may enjoy the outdoor staging areas where hundreds of cars are readying for their moment in the spotlight.

Russo and Steele developed a layout that has never been created before or since, the "Auction in the Round" concept. This allows for a very interactive auction block that generates excitement with a sense of urgency and personal emotion that live auction events are all about. The buyers are right on the floor with the cars. No cars on stages, no separation. With a ground level auction "arena" and elevated platform seating 360 degrees around the stage, a virtual "boxing ring" or "coliseum" effect funnels buyers to the epicenter of the action!

Since their inaugural event in Scottsdale, Russo and Steele has grown steadily, earning a loyal following of some of the nation's most critical buyers and sellers. That support has allowed the auction to offer additional nights and cars at both its flagship Scottsdale auction, and at its event in Monterey, California, each August. At the January 2006 event, sales topped \$22 million; nearly doubling the previous year's success. In January 2007, Russo and Steele is embarking on its first five-day event.

Want to be a bidder?

Drew Alcazar was a celebrated collector automobile restoration expert in the 1980s and '90s in California and has owned the Phoenix-based Russo and Steele Collector Automobiles with his wife Josephine for the last seven years.

New to collector car auctions? "Don't go to a gunfight armed with a pocket knife," advises Alcazar. The moral of that story is: do your homework. For novice enthusiasts, Alcazar suggests reading car publications, attending a few auctions and tracking the results of the cars in which you're most interested. Define what category of car really makes your heart race and study it carefully.

"Don't buy what you haven't seen," said Alcazar. Some people go to auctions, get caught up in the excitement and buy a car on the block they haven't even inspected, having no idea how well the car has been maintained. "Before the auction starts, hang out by the car, but stand back and listen to what the more experienced people are saying about it." Newcomers also benefit by striking up relationships with other enthusiasts who can help with the education process.

Why are auctions so popular? "It's the visceral buzz, an adrenaline rush," gleams Alcazar. "After all, emotion is what it's all about! Nowhere else can you genuinely feel the excitement than on the hot auction block." Alcazar continues, "No other medium exists where you can physically participate in the purchase or sale of our passions than the powerful energy created by a live auction".

"Collecting cars is a hobby. If you've bought the car correctly you can enjoy it, feed it gas, insure it, and then down the road sell it and do it all over again. If you're not doing it for the sheer enjoyment of owning or driving the car, then don't jump in."

A sampling of consignments to date

It couldn't be much more difficult to give you just a quick cross-sectional sampling of what's consigned at Russo and Steele 2007—their standards of acceptance are very high, for quality on every level, and for what can legitimately be called unique characteristics, appeal and collector value. Here are a few of the entries to date:

1971 Pontiac GTO Judge convertible - This is one of seventeen Judge convertibles built in 1971 and one of only seven 455 HO Judge convertibles fully accounted for. It has full Pontiac Historical Society documentation with build sheet, window sticker, and cowl tag. All matching numbers and correct color combo, only 228 miles since restoration.

1972 Pontiac TA Mitchell - 32,700 original miles and all PHS documentation!! This was a design study car, built for Bill Mitchell, then GM's Vice President of Design. Mitchell liked to get first-hand public reaction to his design projects, disdaining focus groups dictating car design. He took this Trans Am to the Elkhart Lake Races on a few occasions to gauge the public's interest. While it was in the studio he got internal reactions to the new design features such as the small "screamin' chicken" hood decal.

1969 Pontiac Trans Am R/A III - The first year for the Pontiac Trans Am. This car is equipped with the 400/345 HP RAM AIR III engine with a TH400 automatic transmission, power steering, power disc brakes, and factory A/C. Only 29 cars were built with this specification.

1971 Plymouth "Hemi" Cuda - This black "Hemi" Cuda is documented with the original broadcast sheet, original fender tag, original title, owner history, and a detailed history of the car's life. Also, this is an original mile Hemi with 24,670 miles.

1955 Pontiac StarChief - Built on the first day of production (October 4, 1954), car number 164 is believed to be the only solid red convertible produced, ordered by Pontiac for the show car circuit, and shown in the book titled "Pontiac 1926-1986. As near perfect as any car we've ever seen, and ready to win show trophies at the highest level.

1967 Chevy Corvette 427 - This red/red 1967 427/435 convertible is known as The Music Car. It survives today with 8,014 actual documented miles. Optioned with power brakes, factory side exhaust, tinted glass, telescopic steering, F41 special suspension, 3.55 positraction, shoulder harness, Bolt-on wheels and Redline tires. Original non-DOT tires and is as close to a perfect restoration as you can find. It actually has the original Bolt-on wheels and original Redline tires.

1939 Ford Coupe - This Ford features a 514 cubic inch, 630 HP engine from Ford racing connected to a Ford automatic overdrive with 3500 RPM stall converter and transmission brake. This engine has one off fuel injection with custom velocity stacks. The rear end is a Dutchman quick change supported by a Pete and Jake 4 bar rear suspension. Air ride by Air Ride Technology's on all four corners. The chassis is custom built with Morrison upper and lower control arms. The stopping is done by 13 inch Baer disc brakes. Much more.

1970 Ferrari 365 GT - One of the first to be equipped with fully independent suspension, concentric Koni telescopic shocks and coiling springs all around, coupled with a Koni and Ferrari-developed self-leveling rear suspension, which provided a quieter interior.

1955 Buick Century - Fully equipped, power steering, power brakes, power windows, power leather seats, wonderbar radio, power antenna, with Kelsey Hayes wire wheels, a factory option. Professional restoration. Painted Dover White and Cherokee Red with a black top, numerous awards. Verified by BCA in their 2005 membership roster.

1966 Shelby GT 350 - A rotisserie restoration was just completed on the 66 Shelby 350 # 1702. Total GT 350 production was 2,378 in 1966. This particular car is a 4-speed and carries the original underride traction bars and original engine and drive train. #1702 is documented and listed in the Shelby Registry. Outstanding condition and performance!

This small sampling, out of five hundred or so cars already consigned, gives you a feel for the high level of entry juried and accepted by Russo and Steele. Clearly, the best thing to do is show up in January and see them all. ■