

CONCORSO, CONCOURS, CONCOURS



Photos: Joe Sage



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The whole Monterey week is anchored by the Pebble Beach Concours d'Elegance, held the third Sunday in August. With August 1 a Monday, this year's cycle ran as late as it can, pushing right to our press time. Here are a few quick highlights.

Concorso Italiano
FRIDAY: LAGUNA SECA GOLF RANCH

If casual elegance ever had meaning, it does here: you can dress to the nines, or not. You can bring a multi-million-dollar rarity, or a common Fiat. You can dine like royalty or grab a sandwich. Concorso Italiano largely gets the ball rolling on the weekend's biggest events, all day Friday. The format features as many as 1000 vehicles of Italian origin, with emphasis not only on the displayed vehicles, but on conversations between the people who love and appreciate them. Add elements of Italian fashion, food, music and art—all on the beautiful grounds of Laguna Seca Golf Ranch, and you have Concorso. Two areas of special interest this year were an extensive display of Italian bicycles, and an astounding collection of Italian barn finds.

Concours d'LeMons
SATURDAY: LAGUNA GRANDE PARK, SEASIDE CA

We've wanted to catch this event for years. Now that we have (its new location helped), we hope we always can—it is a ton of fun. Largely presented tongue-in-cheek in the face of the other events' elegance, LeMons promises "the oddball, mundane and truly awful of the automotive world." Lest you think the vehicles are truly the POS the trophies mention, you will find rarities and fascinating stories with every entrant, as well as lots of personality, among the cars and the people. Collector car specialist Hagerty Insurance takes it seriously enough to be the presenting sponsor. And that MGB at lower left? It's race-ready and competes at 90 mph.

Pebble Beach Concours d'Elegance
SUNDAY: THE 18TH FAIRWAY AT PEBBLE BEACH

There are a lot of elements to the Pebble Beach Concours d'Elegance, but things really get under way early on Thursday. This year, 140 entrants participated in the scenic 69.3-mile Tour d'Elegance, along 17-Mile Drive and the Pacific Coast Highway, with Sir Stirling and Lady Moss leading the way (cars cross Bixby Bridge at lower left).

Gooding & Company (the official auction of the event) is held on premises, uphill from the show field, with previews starting Wednesday and the auction on Saturday and Sunday nights (after the Concours awards wrap up, that's where the excitement continues into the night). Sheryl Crow (at left with Jay Leno) contributed her personal 1959 Mercedes-Benz 190 SL Roadster, for Gooding to auction to raise funds for Joplin MO tornado recovery.

The results of the Pebble Beach Concours d'Elegance itself? A 1934 Voisin C-25 Aerodyne was named Best of Show. The Voisin, with its aeronautic influence and intricate interior, stood out among 227 entries from 30 states and 14 countries.

The 61st Pebble Beach Concours d'Elegance generated \$1,154,778 for local charitable organizations, bringing total donations to more than \$15 million. ■

MONTEREY AND PEBBLE BEACH AUCTIONS

Camera and phone photos this page: Joe Sage



Mecum Auction

THURS-SAT: HYATT REGENCY RESORT AND SPA ON DEL MONTE GOLF COURSE

Mecum Auction expanded from two days this year, their third at Monterey. Close to downtown Monterey and en route to Concorso Italiano and Mazda Raceway Laguna Seca, Mecum is very accessible, and the preview area is free to spectators. Variety is the order of the day at this auction, and if you don't find ten things you want to bid on, while roaming the display area, we'd be surprised. Mecum runs during the day, so you can actually buy something here before any of the others even start. Signing up as a bidder also gets you in the tent.

Russo and Steele

THURS-SAT: MONTEREY MARRIOTT HOTEL

Sales at Russo and Steele's 11th Monterey event totaled \$8.5 million, with a record increase in bidders (both domestic and international), live online viewers up by 25% and a 64% sell-through rate (up 22% from 2010). Standing-room-only conditions helped build the excitement. The top ten cars sold ranged from \$156,750 for a 1967 Shelby GT500 to a top sale of \$654,500 for a 1966 Ferrari 275 GTS that many enthusiasts had their eye on. Mopars are still selling strong, with a 1970 Plymouth Hemi Cuda selling at \$198,000, and a 1970 Chevrolet Chevelle SS 454 LS6 was not far behind, at \$181,500.

RM Auctions

FRI-SAT: PORTOLA HOTEL & SPA AND MONTEREY CONFERENCE CENTER

RM Auctions sold a record \$80,142,000 (including private after-sales), with 88% sell-through, up from \$67 million in 2010 and including 14 million-dollar-plus sales. Saturday night was a record single day, at over \$60.5 million. Individual records include a 1937 Mercedes-Benz 540 K Spezial Roadster at \$9,680,000 (a Mercedes-Benz auction record) and a 1970 Porsche 911s owned by Steve McQueen at \$1,375,000 (a 911 record). A 1958 BMW 507 Roadster once owned by "Bond girl" Ursula Andress set a record at \$1,072,500, and a ca.1899 Columbia Electric Landaulet doubled its estimate, at \$550,000—an auction record for an electric. At the Pebble Beach Concours, RM Auto Restoration won numerous Class and Show awards and had also restored Edsel Ford's 1934 Lincoln Model 40 Special Speedster, unveiled at the Concours.

Gooding & Company

SAT-SUN: PEBBLE BEACH EQUESTRIAN CENTER

High-ticket individual sales like \$16.39 million for a 1957 Ferrari 250 Testa Rossa Prototype—a new world-wide record for a car sold at auction—and \$10.34 million for a bespoke 1931 Duesenberg Model J Whittell Coupe led Gooding & Company to a record \$78 million in sales at Pebble Beach. The sale of 106 out of 127 vehicles represents an 84% sales rate. Fifteen cars broke the million-dollar barrier at Gooding. The Sheryl Crow 1959 Mercedes-Benz 190 SL sold for a final \$143,000, against an estimated \$50-80,000, benefitting Joplin tornado victims. Crow rode in the car onto the block and included the last limited-edition Sheryl Crow Signature Artists Gibson guitar, concert tickets and a photo opportunity with her, all for the new owner. Nineteen individual world records by brand or model were set by Gooding & Company during the event. ■



Aston Martin One-77



Aston Martin V12 Zagato



Cadillac ELR



Cadillac Ciel concept



BMW 328 Hommage concept



McLaren MP4-12C Chrome



MINI Coupe



MINI Inspired by Goodwood



Porsche 918 RSR



Range Rover Evoque

Aston Martin

Aston Martin One-77, V12 Zagato

At a private estate in the hills above Carmel Valley, Aston Martin revealed their new top-end One-77, an estimated \$1.87-million-dollar extravaganza, along with the V12 Zagato, originally a concept show car reflecting classic Zagato design cues, that went on to complete a 24-hour competition at the Nürburgring and will enter strictly limited production at an estimated \$540,000.

Cadillac

Cadillac ELR, Cadillac Ciel concept

As dusk settled over the Tehama Golf Club, above the Salinas Highway, Cadillac surprised us—having anticipated the new midsize ATS—with news that the electric Converj concept—technologically based on the Chevrolet Volt and an absolute knockout at the big auto shows—would enter production as the Cadillac ELR. Also shown to great acclaim was the thoroughly modern, classic-inspired Cadillac Ciel convertible concept.

BMW

BMW M5, BMW 328 Hommage concept

The BMW 328 Hommage concept had its debut at Pebble Beach in celebration of the 75th anniversary of the original 328. Also revealed on the grass at Pebble Beach was the new BMW M5, and on the hill were displays of the BMW 650i Coupe and BMW Z4 sDrive28i.

McLaren

McLaren MP4-12C Chrome

The McLaren MP4-12C is the company's latest production iteration of "Technology Born on the Track and Raised on the Streets." McLaren Managing Director Antony Sheriff and Design Director Frank Stephenson were on hand for Q&A and seminars, as well as to give us a look at the one-of-a-kind MP4-12C Chrome edition.

MINI

MINI Coupe, MINI Inspired by Goodwood

The highly anticipated MINI Coupe, revealed at auto shows earlier this year, gets its production introduction (and is spotted in traffic within a day). Partnership with Rolls-Royce begets an exquisitely appointed \$52,000 MINI—high for a MINI, but quite affordable for a Rolls.

Porsche

Porsche 918 RSR

The Porsche 918 RSR mid-engine concept racer is already one of the cooler cars we've seen, but it's a technological breakthrough—with its rear wheels powered by a 563-hp V8 and its front wheels by dual electric motors, whose power comes from a flywheel accumulator system located next to the driver. Total power is 767 hp for up to eight seconds—useful on the track.

Range Rover

Range Rover Evoque, Evoque Coupe

Range Rover tackles the small SUV market with their entry-lux four-cylinder Evoque, being produced as a five-door and also a three-door Coupe. Still highly off-road and deep-water capable, the Evoque is likely to have solid sales appeal with the soccer mom and country club sets. See more information in this issue. ■

