
SARASOTA
ARTOMOBILIA

A CELEBRATION OF AUTOMOTIVE ART & DESIGN



SATURDAY, MARCH 24



NOON TO 5:00PM

Photo Credit: Anthony Ross Tyler

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Welcome to the 2018 Sarasota Artomobilia!

IN OUR FIRST YEAR, THE SARASOTA ARTOMOBILIA continues to provide a unique experience for automotive enthusiasts on the Gulf Coast to enjoy an eclectic collection of automobiles nestled in and around the fine galleries, restaurants and retail shops of Downtown Sarasota.

This year you'll enjoy more than thirteen classes hosting nearly 150 vehicles ranging from classic Grand Tourers to icon Sport Cars to head-turning Super Cars. While our judging teams will evaluate and select "Artomobilia Best in Show", "Artomobilia Penultimate", and "Artomobilia Best in Class" winners from the entrants in our judged car classes during our Awards Ceremony that begins at 3:30pm, our primary objective is to simply enjoy and indulge in nearly 75 years of automotive art and design.

The Artomobilia represents a labor of love for all those involved. I would like to personally thank the members of the Artomobilia Committee, Class Judges, and Event Volunteers who have contributed their time and talent to assemble and present this outstanding collection of cars. Equally, I would like to also thank the many exhibitors that choose to display and share their beautiful cars with us... and no-doubt create new car enthusiasts in the process.

Building on that, I would like to thank the many sponsors that make this event possible and open to everyone in the community. In addition, I would like to thank our Media Partners at SRQ Media who have been pivotal in helping our team introduce the Artomobilia to their loyal readers and the Sarasota community at-large. In addition, a note of thanks to the many local automotive product and service organizations that sponsor our classes and corrals. I would encourage you to seek-out these organizations and support them, as they are instrumental in assuring on-going quality and sustainability of our community event.

Finally, a special thanks goes to the City of Sarasota, the City's events team and engineers, the Downtown merchants and the many galleries, retailer shops, restaurants and businesses in the Downtown area for hosting the Artomobilia in its first year. We believe it will provide an unmatched environment for presenting an outstanding collection of cars to an absolutely outstanding audience.

I hope you enjoy the 2018 Sarasota Artomobilia as much as we do.


Enjoy,
John Leonard, Event Director



Register your car at www.sarasotaartomobilia.com/registration
Sign-up to Volunteer at www.sarasotaartomobilia.com/volunteer



THE BMW THAT BOND, JAMES BOND, DROVE

WRITER // JANELLE MORRISON

SARASOTA IS KNOWN BY THE LOCALS AS THE CROWN JEWEL of Florida's "Cultural Coast" and is now home to the first annual Sarasota Artomobilia car show that will take place later this month.

Exhibiting in the inaugural show is Sarasota resident and car enthusiast Stephen (Steve) Huse. Huse will show his rare and exquisite 2002 BMW Z8. Huse will exhibit along with other members of the local Sarasota Cafe Racers, a dynamic group of auto aficionados who meet for regularly scheduled lunches and enjoy each other's automobiles and the stories behind them. Huse is no stranger to the organizers of the Sarasota Artomobilia show. Huse has shown his cars at the Carmel Artomobilia in Carmel, Indiana. He met the co-organizer John Leonard about five years ago when Huse first showed at the Carmel show. Huse, whose roots run deep in the Hoosier state, is known for his successful career as an entrepreneur and as a partner, along with his son Craig Huse, at the renowned St. Elmo Steak House in Indianapolis, Indiana. Huse serves as the Chairman and Chief Executive Officer of Huse Food Group, Inc., in Bloomington, Indiana. He serves as the President and Chief Executive Officer of Huse, Incorporated. He is a Founder of Noble Romans Inc., a franchiser of pizza parlors in the Midwest, and is Chief Executive Officer of Beef Corporation of America, a franchisee of 14 Arby's roast beef restaurants in central and southern Indiana. Leonard and Huse became fast friends as a result of Huse exhibiting at Carmel Artomobilia, and he is looking forward to showing his 2002 BMW Z8 here in Sarasota, a car that won its class in Carmel last summer.

"John has family in Long Boat Key and is familiar with the Sarasota area," Huse said. "I told him a while back that I wished we had a car show down here like the one he puts on in Carmel, Indiana. We did have a car show here up until two years ago called the Sarasota Exotic Car Fest. It was a one-day show followed by a road rally and closing brunch, held at one of the local golf clubs."

Huse said that after that car show disbanded, there was a void of car shows in downtown Sarasota. Previous shows had been held on Main Street and the connecting streets, just as Sarasota Artomobilia will be later in the month.

"Those of us who have fun cars enjoy showing them," he enthused. "You can choose to be judged or not judged, but the point being that everybody has

and Cream interior. That's what makes it so special. There were a lot of silver exterior with black interiors and black exterior with black interiors made."

The 2002 BMW Z8's MIG-welded aluminum space frame was produced in the Dingolfing Plant, and the car was hand-finished in Munich. The engine boasts a 4.9 liter V8 that develops 400 hp and 370 lb-ft. torque. The engine is located behind the front axle in order to provide the car with 50/50 weight distribution. Motor Trend Magazine achieved 0-96 km/h (0-60 mph) in 4.2 seconds.

When asked to compare other shows, including the originating Carmel Artomobilia, to the inaugural Sarasota Artomobilia, Huse emphasized that this show is not designed to be exclusive Concours like Pebble Beach or Amelia Island, both of which are invite only.

"Those of us who have fun cars enjoy showing them, You can choose to be judged or not judged, but the point being that everybody has a good time."

a good time. I certainly couldn't afford exotic cars when I was younger, but I have always loved cars ever since I was a little toddler."

When asked what his favorite cars are, he replied. "I like post-WWII European sports cars. Those are my specialty. One car that I don't own anymore and wish I still owned is a 1956 Jaguar XK140MC. I wish I had it back again. It was a wonderful car and has a beautiful style."

Some Jaguar enthusiasts may recall that the 1956 Jaguar XK140MC became the first Jaguar sports car to be offered with an automatic transmission, and most that were imported in the U.S. had wire wheels.

Huse first saw the 2002 BMW Z8 - before it was even available to the public - showcased as James Bond's car in the film "The World is Not Enough" in 1999.

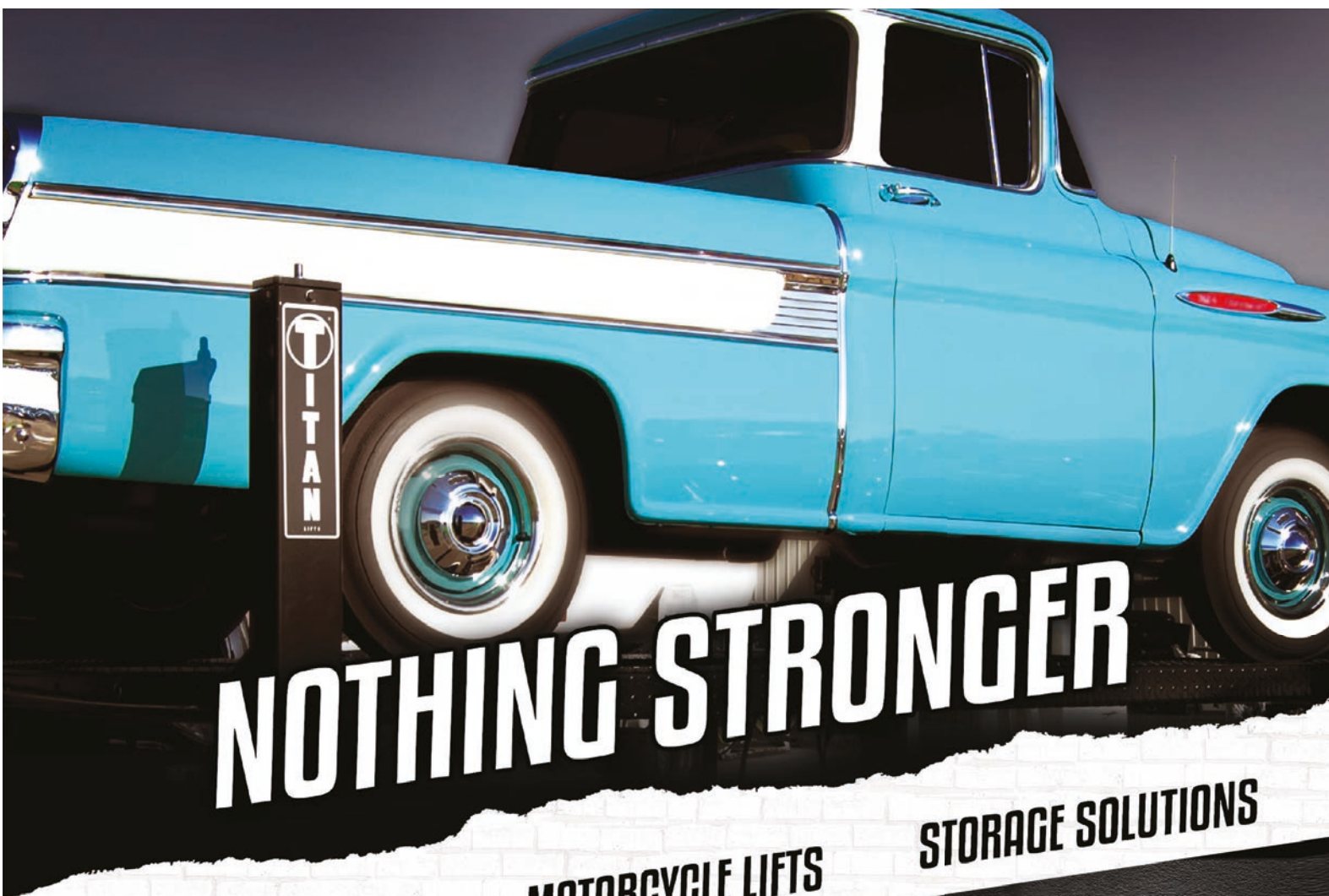
"I saw the movie and thought that it was a beautifully-styled car," he recalled. "It has a bit of a retro look with elements of a Jaguar, Ferrari and other cars. Plus, it has a nice big BMW V8 engine in it. The handling is tight, not loose at all. It's light and powerful. My car is one of 62 that were ever made with the Hellrot Red exterior

Sarasota Artomobilia is open to the public and is meant for everyone who has an interest in automobiles to come and enjoy the diversity of automobiles and their owners.

"The Sarasota Artomobilia is intended to be a show for those who have fun cars at home or a collection of cars in a garage or warehouse that they like to exhibit," he emphasized. "It's more of a 'user' kind of exotic car show. I think that everybody has a different preference for a different style of car, and this show will be a treat for the eyes and the senses for the attendees who come out and see the beautiful styling of the cars, the noise of the engines starting and the view of the cars rolling in and out of the show. It will be held right amongst some of Sarasota's fines restaurants, so people will be able to enjoy food and libations of any kind. It will really become an all-day social event."

Huse concluded, "Sarasota is a beautiful place, and the Sarasota Artomobilia will be a neat day that is spent outdoors. After people are done patronizing the local Farmers Market, they should walk on over and check out the car show."





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CALENDAR

8:00AM

VENUE LOAD-IN //

Exhibitors in Collector Car Classes need to proceed to the Main Street venue to receive event specific materials and guidance to their specific class. Load-in via Osprey Avenue beginning at 8:00am and will close promptly at 10:30am. Based on your Class, you will receive an "Arrival Time." Please do your best to arrive at that time to accelerate and streamline the process for getting you to your specified location in the Artomobilia.



8:30AM

EXHIBITOR DONUTS & COFFEE // All exhibitors in Judged Classes and Enthusiast Corrals are invited to stop-by the Exhibitor Breakfast Area for a complimentary coffee and donuts. The breakfast will open at 8:30am and conclude promptly at 10:00am.

10:00AM

JUDGES MEETING // Specialty Judges and Honorary Judges will meet to review final roles, responsibilities, rules and enjoy a light brunch. During this time, each judge will receive their team assignments and final instructions on the judging process.

11:00AM

JUDGING BEGINS // Automotive specialists will team with business leaders and civic leaders to review and evaluate entrants in classes in a "concours style" judging criteria that balances originality and accuracy with beauty and design to determine best in class as well as best in show winners. All judging is final, and entrants will be notified when their class will be judged. Judging will conclude promptly at 1:30pm.

12:00PM

EN PLEIN AIR PAINTING //

Regional and Local Artists will be positioned in various locations along Main Street painting automobiles against the backdrop of Downtown Sarasota. Ask them about their craft.

3:30PM

AWARDS CEREMONY //

Best in Class and Best in Show, as well as a number of other awards, will be presented to winners as they make their way in front of the Main Stage. Exhibitors and visitors alike are invited to participate in the awards ceremony and enjoy some of the most beautiful cars in the Artomobilia.



4:45PM

ARTOMOBILIA BEST IN SHOW & PENULTIMATE AWARDS // Join us as we present the Artomobilia Best in Show award and Artomobilia Penultimate Award to the most beautiful cars in the 2018 Sarasota Artomobilia.

5:00PM

// CLOSING REMARKS

With the Awards presentation complete, the Artomobilia team will make a number of announcements for the 2019 event, highlight and thank sponsors, thank all the event participants for making the 2018 Sarasota Artomobilia the best year yet, and dismiss the exhibitors for the day.



SARASOTA
ARTOMOBILIA

North Orange Avenue

Main Street



www.SarasotaArtomobilia.com/map

EVENT MAP

South Links Avenue

Main Street

Saturday, March 24, 2018, 12:00pm to 5:00pm
Main Street in Downtown Sarasota
from Orange Ave to Links Ave

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2009 NISSAN GT-R PUTS THE HAMMER DOWN

WRITER // JANELLE MORRISON

SARASOTA RESIDENT ROBERT (BOB) ELKINS will participate in this year's inaugural Sarasota Artomobilia as he exhibits his 2009 Nissan GT-R Super Silver, one of only 114 in the United States. Elkins is a member of the Sarasota Cafe Racers lunch club and has an extensive background in the automobile racing business and in automobiles in general.

Elkins spoke with us about this year's Sarasota Artomobilia and his experience with other local shows as well as his affinity for Nissan and how it measures up to exotic supercars like Ferrari. As vice president at Wells Fargo Advisors, he also shared his perspective on the current collector car market trends.

"I was invited to the Cafe Racers group though Marty Schorr's association with Brian Johnson," Elkins said. "Johnson, of course, was with the band AC/DC and is a major car nut here in Sarasota. I know Brian, and that's how I joined the group."

Elkins admitted that his collection is not nearly as extensive as some other people's collections, but he's had plenty of cars over the years and considers his 2009 Nissan GT-R to be his "pride and joy." He said he is looking forward to showing at the first Sarasota Artomobilia.

"It's a monster of a car to drive," Elkins enthused. "I've done a lot of road rallies and 'track days' with it. There's a new group in town called the Ferrari Drivers Group, which was organized by a friend of mine and guys that I know through

the Cafe Racers group. This group ran a show in February, and I was instrumental in helping them put their show together because of my background in the local show deal."

Elkins was a judge at the former Sarasota Exotic Car Fest where he was the co-head judge of the entire show before it disbanded.

"A friend of mine who had a large Ferrari collection asked me to judge and taught me all about judging," he said. "My specialty was the modern Ferrari V8s. The end of that show is what prompted Steve Huse, a fellow member of the Cafe Racers, to reach out to the organizer of Artomobilia, John Leonard, and Leonard stepped in to put things back together."

When asked how he developed an affinity for Nissan, particularly the 2009 GT-R, Elkins explained, "My car is the R35 version of the Skyline GT-R. The history of the Skyline GT-R is they were named Skyline in Japan and were only sold in Japan. The first GT-R that was sold worldwide is the R35. The R32, R33 and R34 only sold in Japan and are considered Supercars. Why Nissan for me? For one, it's about the attention to detail and quality. Unlike certain other brands, the history of Nissan is reliability. I've had a lot of European sports cars. The cars were great, but the reliability wasn't there, and they were kind of a headache. With the Nissan, and I've had a bunch of Nissan products other than the GT-R, you've got the reliability. It's dependable. It's everything that you get in some of



"What is happening today is that guys my age - I'm in my 60s - have lusted after cars like Ferraris all of their lives

the European sports cars because I can keep up with virtually all of the Ferraris, and I can outrun many of them. Yet I don't have the maintenance issues that you have with some of the other kinds of exotics.

"The other thing about the GT-R that makes it unique is it has a very sophisticated all-wheel drive system named Advanced Total Traction Engineering System for All-Terrain (ATTESA). In conjunction with ATTESA, it has a dual-clutch transmission. When I run road rallies with my Ferrari friends - and they don't like hearing this, but it's the truth - I stay with them. Coming out of corners, I have to break to avoid hitting them, even though they've got more power than me." Elkins touted that the ATTESA system in conjunction with the dual-clutch system makes for an incredibly sophisticated vehicle. His 2009 GT-R has a twin-turbo 3.8 liter V6 and weighs a little over 3,800 pounds.

"Nissan used a lot of high technology materials when building the GT-R," he explained. "Materials, such as aluminum, some titanium and carbon fiber, were used. The 2009 Nissan GT-Rs were very low production with hand-welded chassis and hand-built transmissions and engines. There were only four technicians who were qualified to build these cars in the factory. If one of them was out, they didn't build as many cars that day."

At the time that Elkins bought his Nissan, the cost was approximately \$80,000 and is going for up to \$120,000 in today's market, leading us to

look at what the current trends are in the collector car market going further into 2018. According to Elkins, buyers are looking at a different generation of cars and are less enthusiastic about the early American models like the Ford Model A or T.

"From what I've observed, and I have a number of friends who are pretty big car collectors in the country, it's kind of a generational thing," he said. "What is happening today is that guys my age - I'm in my 60s - have lusted after cars like Ferraris all of their lives. They're able to afford them now, and that is driving the price really dramatically. The same thing is happening with the muscle cars. I'm starting to see demand for the cars from a generation or more before me fading away. I believe a lot of it is generational

"From a financial standpoint, another thing that is happening is that we have incredibly low interest rates worldwide and a massive amount of money that has been pumped into the system. I think that is driving lots of collectible values, and I question what will happen if and when that money starts to get pulled back out of the financial system based on central banks around the world."

Car collectors will have to watch it all play out, but one thing is for certain: The appreciation for automotive ingenuity will continue to drive adrenaline and admiration through the veins of every enthusiast who enjoys showing their cars and attending exhibitions such as Artomobilia.



THE COBRA THAT GOT AWAY

WRITER // JANELLE MORRISON

There are some great tales of the girl that got away, but the real heartbreakers are the stories told about the car that was sold back in the day and is now worth more than \$1 million. Those hurt the most. However, the consolation prize for this tragic tale is the proud ownership of an Era Replica Cobra 427 that is owned by Sarasota resident Edward (Ed) Rosenblum. Rosenblum is a member of the Cafe Racers car club in Sarasota. In addition to his love for automobiles, he is also a pilot and enjoys the acceleration of speed in the skies. He will be showing his Era Replica Cobra 427 at the inaugural Sarasota Artomobilia later this month.

"I owned an original Cobra back in the 1960s," Rosenblum said. "Of course, I sold it before it became extremely valuable. I sold it for \$25,000 and bought my first airplane, a used Beechcraft Bonanza, and today, that particular Cobra would be worth almost \$1.6 or \$1.7 million. That's the story about how I got away from my Cobra."

The story about how he got his original Cobra is an even better story. Rosenblum has had a deep appreciation for cars since he was 16 and has held a wrench in his hand ever since. When he was in college, studying to be a lawyer, he enjoyed drag racing and fast cars. Rosenblum lived in New Jersey at this time and came across a man who lived in Teaneck, New Jersey, whose last name was Alexander.

"I owned an original Cobra back in the 1960s, of course, I sold it before it became extremely valuable. I sold it for \$25,000 and bought my first airplane, a used Beechcraft Bonanza, and today, that particular Cobra would be worth almost \$1.6 or \$1.7 million. That's the story about how I got away from my Cobra."

- Edward (Ed) Rosenblum

"It was a fanatic decision to buy this car," Rosenblum admitted. "I'd heard about this guy, Alexander, and his 1965 Cobra 289. It was no ordinary 289; it was a very special 289. People from his neighborhood told me that Alexander was a known drug dealer in Harlem who happened to have this car. I decided one day to knock on his door and see if he would be interested in selling me this car. I was a drag racer back in those days and knew what kind of car he had. Alexander answered his door and told me that he was not at all interested in selling me the car. He was trading it in at a local Ford dealership and had a new Cobra on order from Carroll Shelby. Then he told me to leave him alone."

Rosenblum would repeatedly visit Alexander every week, driving 30 miles from where he lived in the New Brunswick area to see if Alexander would eventually change his mind. The persistence paid off.

"I kept pestering him, and one day, he finally agreed to sell it to me," Rosenblum said. "He asked, 'You really want that car, don't you?' I told him, 'Yes, I really do.' In those days, who knew what the future of the car would be? In the Cobra registry, I am named as one of the owners of CSX 2581."

Rosenblum went on to say that when Alexander bought the car from Shelby, he told Shelby that he didn't want an ordinary Cobra. He wanted the fastest Cobra that he could get. At that time, the 289s were all that Shelby was building. The 427 would be introduced the following year in 1966.

While Rosenblum's Cobra 289 was not 100 percent Dragonsnake, it most certainly was 95 percent Dragonsnake, making that car even more rare and valuable today. The Dragonsnakes held the national record in NHRA Drag Racing for many years, leaving Corvettes in their dust and were considered "untouchable." "It was an icon," Rosenblum said. "I had bought Alexander's 'semi'-Dragonsnake. Nothing could touch it. It had



an aluminum chassis that was shipped over to Carroll Shelby while he was in California. Shelby installed Ford engines to put an American Drivetrain in what was then the AC Car, a British sports car. As a result, Shelby won the World Manufacturers' Championship in 1965 with the Daytona Cobra Coupe that he built. Shelby took the trophy away from Ferrari. If you look at Shelby's budget and where he was working out of a small garage in California, this was some accomplishment.

"The car was anything but a street car. If somebody leaned on it talking with you casually, it would put a dent in the aluminum. That's how soft it was. You had to be paranoid about where you parked it. Things like a heater were a luxury to have in the car. Mine did have a heater. I lived in New Jersey at the time and desperately needed that. But several of the California cars had no heaters. Most people just had no idea what it [the Cobra 289] was. People would ask me if it was an MG or Austin-Healey until they heard the engine or I left them about three blocks behind me in whatever they were driving."

He never lost his love for the Cobra, even after he got involved with airplanes. After he became a practicing attorney and the Cobra was just sitting in his garage, he

made the decision to sell the Cobra 289 and pursue his love for flying.

"When I had the resources and the right Cobra replica builder came along, I had Era build my replica," he said. "There is another builder, Everett-Morrison, who may build the most authentic replicas with aluminum bodies, but you can easily spend upwards of \$125,000 building it. For the money and while still on the high-end replica market, I think that Era is the best."

Rosenblum attended a show where Era had a display of its 427 replicas, and he said that he could not distinguish them from the originals. They were, indeed, perfect replicas. Era builds the replicas with fiberglass bodies, which Rosenblum appreciated. It's a little more forgiving than aluminum. The replicas are also built with a stronger frame than the original Shelby Cobras.

Rosenblum is looking forward to showing his Era replica Cobra 427 at the show later this month. "I've owned this car since 1989," he said. "It weighs a little more, but the handling on the Eras is superb. My car looks like an original, and it sounds scary loud. I have to wear earplugs while driving, it's so damn loud."



FEATURES

- **HR: Historic Race Cars: All Years:** In the vintage era of sports car racing, many Production Sports Cars were driven during the week and raced on weekends. As racing became more competitive in the U.S. and factory teams appeared, more preparation and special modifications were allowed; many for safety which also enhanced performance. Whether small production racers like MGAs, Sprites, Minis; medium production race cars like Austin Healeys, Sunbeams, Triumphs, Porsches; or large production cars like the Corvettes, Mustangs, Jaguars, later Porsches, we welcome them to the Artomobilia to recognize and celebrate their individual contributions.
- **HS: Historically Significant: All Years:** Thousands of makes and models have come and gone over the decades, but only a few have really revolutionized the way auto manufacturers do business. These are the vehicles that made everyone sit up and take notice. The ones that reshaped the automotive landscape on the world stage. From the Model T in the early part of the 20th century, to the Chrysler Airflow of the 30s to the Willys Jeep of the 40s to the Volkswagen Beetle of the 50s, to Mustangs, Camaros and Minis of the 60s, and more.
- **AFV: Alternative Fuel Vehicles: All Years:** While polarizing among the car community, the innovation and advancements of the alternative fueled vehicles have been undeniably significant from the time of Detroit Electric in 1907 to the modern Tesla, and everything in-between. We welcome a broad array of vehicles that are powered by electricity, steam, turbine, natural gas, and more.
- **RM: RestoMod: All Years:** This collection of iconic cars and trucks draws interest from their classic styling roots while integrating amazing advancements in automobile technology over the past 40+ years to enhance the performance, comfort and safety of these vehicles.
- **VH: Vintage Hot Rods: 40s, 50s & 60s:** This class features original or restored, period-correct, traditional hot rods initially customized/built from 1940 - 1960. So-Cal Speed Shop, and its West Coast brethren, redefined the performance, look and lifestyle, and defined an era of speed obsessed automotive enthusiasts.

GRAND TOURING CLASSES

- **GT1: Grand Touring: 50s & 60s:** This class features original or restored, period-correct, European and Domestic grand tourers that in many ways defined the category with a capable powertrain, 2+2 seating configuration, timeless exterior design and a well-appointed, luxurious interior.
- **GT2: Grand Touring: 70s & 80s:** This class features original or restored, period-correct, European, American and Japanese automobiles that embody the ethos of "Gran Turismo" representing motoring at speed, in style, safety, and comfort. While the European, American, and Japanese manufacturers had divergent interpretations of the GT car, each continent produced a broad array of cars that suited their respective geography, and created a significant following among automotive enthusiasts.
- **GT3: Grand Touring: 90s & 00s:** This class features original or restored, period-correct, grand touring 2-door coupes that began to narrow the traditional gap between GT and traditional sports cars, emphasize comfort and handling over straight-out high performance. Grand Tourers in this era deliver all the power and performance of traditional sports cars, but provide an unmatched level of styling and luxury.
- **GT4: Grand Touring: 2010 to Present:** This class features original, two-door coupes that have taken performance, luxury and technology to unimagined heights. Whether from the European, Asian, or North American Continent, modern manufacturers of these Grand Tours are offering automobiles that are as fast as they are fine.



SPORTS CAR CLASSES

- **SC1: Sports Cars: 1950s & 1960s:** This class features original or restored, period-correct, European and Domestic sports cars that began charming Americans in the post-war economic boom with small, light and nimble purpose-built cars that were as comfortable on the track as the street. This golden era ended with some of the greatest performance sports cars from Europe and America battling for bragging rights on the tracks, and streets, from Laguna Seca to LeMans.
- **SC2: Sports Cars: 1970s & 1980s:** This class features original or restored, period-correct sports cars that in many ways represent the cradle of the modern super car movement. Ignited by an increasing focus on aggressive styling, in combination with performance, sports cars in this era delivered a unique driving experience as well as a social prestige that generated iconic status among many car enthusiasts and TV audiences everywhere.
- **SC3: Sports Cars: 1990s & 2010s:** This class features original or restored, period-correct sports cars that are all really focused, to varying degrees, on one thing; Performance... and launching a new sports car category called the Super Car. While each is a work of art in its own unique way, sports cars in this era went from mild to wild in an impossibly short period of time, with levels of grip, horsepower and torque not before imagined on the street.
- **SC4: Sports Cars: 2010 to Present:** This class features original sports cars that are again changing the definition of styling and performance and launching yet another new category of sports cars; Hyper Cars. Just as a rising tide lifts all boats, baseline sports car performance in today's era is truly exceptional... not least of which is a growing number of models that boast stratospheric levels of acceleration and terminal speeds that routinely reach into the 200 mph range.

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