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Live Mecum Auction in Kissimmee Brings \$18.6 Million in Overall Sales *2020 Addition of the Summer Special Auction Deemed a Success*

September 2, 2020 (Kissimmee, FL) – More than \$18.6 million in overall sales was achieved at the recently held live Mecum classic and collector car auction at Osceola Heritage Park. With a total of more than 800 vehicles crossing the auction block in just three days, Aug. 27-29, the reserve-based auction achieved a 65% sell-through rate as 518 cars hammered sold.

Mecum continues to adapt successfully despite the logistical challenges of 2020. Since June, Mecum has safely conducted four live auction events in Iowa, North Carolina, Indiana and now in Florida with the Summer Special. Osceola Heritage Park is a familiar venue for Mecum and its customers as it plays host to the world's largest collector car auction in January each year.

Mecum ensured a safe and comfortable auction atmosphere in which to do business in the Sunshine State, resulting in overall sales numbers that exceeded pre-auction expectations. The weather was hot, and so were the hammer prices. Individual sales were topped by a pair of Ford GTs, the first existing as a 2018 model (Lot S120) with just 97 miles and the second boasting status as a Heritage Edition built in 2006 and sporting just 3,600 miles (Lot S115); the celebrated American-built supercars sold for \$935,000 and \$412,500, respectively. Other top sellers ranged from a 2006 Mercedes-

Benz SLR McLaren (Lot S77.1) and a 2015 Bentley Continental GT3-R (Lot S121) to a 1969 Dodge Daytona (Lot S108), a 1967 Shelby GT500 Fastback (Lot S132.1) and a 1934 Packard Coupe Roadster (Lot S126), all of which hammered for strong, six-figure sales.

The complete top 10 collector-car sales at the Kissimmee Summer Special 2020 auction include:

1. 2018 Ford GT (Lot S120) at \$935,000
2. 2006 Ford GT Heritage Edition (Lot S115) at \$412,500
3. 2006 Mercedes-Benz SLR McLaren (Lot S77.1) at \$203,500
4. 1969 Dodge Daytona (Lot S108) at \$198,000
5. 1967 Shelby GT500 Fastback (Lot S132.1) at \$187,000
6. 1934 Packard Coupe Roadster (Lot S126) at \$176,000
7. 1970 Plymouth Road Runner (Lot S124.1) at \$176,000
8. 1962 Chevrolet Corvette Resto Mod Convertible (Lot S62) at \$154,000
9. 2017 Dodge Viper GT Coupe (Lot S71) at \$148,500
10. 2015 Bentley Continental GT3-R (Lot S121) at \$137,500

For access to complete auction results, sign up for a free MyMecum account at My.Mecum.com. Mecum's next live auction event will be Dallas 2020, which will be held Oct. 15-17 at the Kay Bailey Hutchison Convention Center featuring 1,000 vehicles on offer. For more details on upcoming auctions, to consign a vehicle or to register as a bidder, visit Mecum.com, or call (262) 275-5050 for more information.

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About Osceola Heritage Park

*Opened in 2003, **Osceola Heritage Park** is the only venue in Central Florida that has 200 acres, an indoor Arena with beautiful private club space, an outdoor Stadium, and Events Center. The venue, managed by ASM Global, is dedicated to bringing world-class entertainment to Osceola County while providing a home for community and philanthropic events as well.*



About ASM Global

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 300 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences. ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world delivers locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners, and operations, and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit www.asmglobal.com.



2018 Ford GT

Twin-Turbocharged 3.5L/647 HP, 97 Miles (Lot S120) sold at \$935,000



2006 Ford GT Heritage Edition

Supercharged 5.4L/550 HP, 3,600 Miles (Lot S115) sold at \$412,500



2006 Mercedes-Benz SLR McLaren
Supercharged 5.4L/617 HP, Red Interior (Lot S77.1) sold at \$203,500



1969 Dodge Daytona
440 CI, One of 503 Produced (Lot S108) sold at \$198,000