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FOR IMMEDIATE RELEASE

Mecum Auctions at Osceola Heritage Park Breaks Record With Over \$122 Million in Sales

Kissimmee, FL – With health guidelines and protocols in place for everyone’s safety, Mecum put on a 10 day (Jan. 7 -16) spectacle of automotive entertainment, with total overall sales reaching \$122.8 million - the highest single-auction total ever achieved in Mecum’s 34-year history. Friday, Jan. 15 marked the largest single-day total in company history, as the day’s sales reached \$34 million with Carroll Shelby’s personal 427 Cobra, CSX3178 selling at \$5.94 million making it the annual event’s top seller and taking the crown as the most valuable 427 Cobra ever sold at public auction.

Over 2,000 collector cars went home with new buyers for a whopping 89% sell-through of the total number of cars offered, an unprecedented sales percentage for a reserve-based auction of this magnitude.

The combined synergy of strong bids coming in from on-site, internet and telephone created a symphony of sales and an overall sell-through rate of 89%, the highest ever achieved at a reserve-based auction and sustained over a 10-day period. Friday, Jan. 8 marked a single-day reserve auction best for Mecum with a sell-through rate at 92%.

The complete top 10 collector-car sales at the Kissimmee 2021 auction include:

1. 1965 Shelby 427 Cobra Roadster (Lot F145) at \$5,940,000
2. 1967 Chevrolet Corvette L88 Roadster (Lot MG5) at \$2,500,000
3. 1956 Mercedes-Benz 300SL Gullwing (Lot S137) at \$1,567,500
4. 1967 Shelby 427 Cobra Roadster (Lot S161) at \$1,375,000
5. 1966 Ferrari 275 GTS (Lot F164) at \$1,347,500
6. 1957 Mercedes-Benz 300SL Roadster (Lot S146) at \$1,210,000
7. 1965 Iso Grifo A3/C Bizzarrini (Lot S231) at \$1,182,500
8. 2018 Ford GT '67 Heritage Edition (Lot S134) at \$990,000

9. 1971 Plymouth Cuda Convertible (Lot F161) at \$962,500
10. 1964 Shelby 289 Cobra Roadster (Lot S170) at \$935,000

For access to complete auction results, sign up for a free MyMecum account at Mecum.com.

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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.