

PRESS RELEASE

AUTOMOBILIA LADENBURG MARCEL SEIDEL AUCTIONS 9 – 10 DEC 2022

FERRARI FACTORY POSTCARDS REACH A SENSATIONAL RECORD PRICE OF AROUND EUR 280,000

Last weekend, three factory postcards from the Modena sports car manufacturer all achieved record prices. The three postcards show the first cars produced under the name Ferrari, the Type 125S. The hammer prices for lot numbers 1947, 1948 and 1949 went up to EUR 63,000 in one case and EUR 86,000 for the other two. If you include sales commission, that amounts to EUR 74,995.20 and EUR 102,374.40 respectively per card – a new auction world record! For collectors, these postcards are the "holy grail" – after all, it is believed that no more than 10 specimens of each of these cards were printed at the time.

More than 1,000 bidders from Germany and farther afield took part in the auction, and there were also a number of other sensational results.

A great example here is lot number 1861, a file containing rare internal records from the Garage Francorchamps (Ferrari). The documents were worth EUR 23,808 including auction fee to the successful bidder. Two drawings of the Ferrari 125S by the artist Cavara went for EUR 20,236. A 1997 luggage set for the Ferrari Testarossa went from a starting price of EUR 4,500 up to EUR 9,500 (excluding auction fee).

A helmet that had belonged to the English racing driver Earl Howe reached a hammer price of EUR 5,000. In the 1930s, Howe competed in countless races wearing this helmet.

There were plenty of rare articles on offer for Porsche collectors too – for example, the second issue of the company magazine Christophorus from the year 1952, which reached an unbelievable sale price of EUR 3,571 (including auction fee). And a set of Rudge wheel rims for the Porsche 356 went for EUR 11,904 (including auction fee) to one bidder in the auction room.

The overalls worn by Eddie Dennis, chief mechanic for the English Team Lotus racing driver Jim Clark, ended up going for EUR 1,800 (excluding auction fee) after a heated bidding contest.

Finally, we would like to recommend a visit to our website:

<http://www.automobilia-ladenburg.de>

Here you will not only find information on all the lots in the last auction, but also full details of our forthcoming auctions. It's always worth taking a look at the post-auction sale (open sale). All unsold lots are now available for purchase at the starting price plus auction fee.

Our next auction, an "Online Only Auction" will take place at the end of January. For full details of all of our auctions, please register to receive our newsletter online.