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RICHMOND AUTO AUCTION BREAKS RECORDS AT 31ST ANNIVERSARY SALE AND EAST COAST CLASSIC CAR AUCTION

October 12, 2021 | RICHMOND, VA Friday, September 17th ended a week of special events and record-breaking sales in Richmond Auto Auction's most successful sale in its 31-year history.

The week began on Wednesday, September 15th with a Classic Car Cruise-In. More than 40 collectors displayed classic cars, and attendees enjoyed food trucks and previewed the nearly 900 vehicles available for auction on Friday. The festivities included a client and customer appreciation party in the lanes to celebrate RAA's 31 years in business on Thursday night.

The main event for the week was on Friday, beginning with the 31st Anniversary Auction, with vehicles running in 4 lanes consistently from 8:30 – noon. This auction featured \$31,000 in cash giveaways, including a \$25,000 grand prize giveaway given to lucky dealers who bought or sold during the auction.

The East Coast Classic Car Auction started at noon, breaking company records with more than 175 classic and exotic vehicles on the run list. Highlights of this auction included the sale of a 2006 Ford GT Heritage Edition that sold for \$553,500, a 2021 Jeep Gladiator that sold for \$75,000 and a 1941 Willy's Coupe that sold for \$47,500. A 2015 Lamborghini Huracan that didn't quite meet reserve during the auction, later sold on CAR-RAC, RAA's digital platform, for \$245,000.

Stats for the day include a single day record of 830+ registered bidders and a 75% overall conversion rate. Multi-platform online bidders came from all over the United States, as well as from Canada and Germany. Richmond Auto Auction's record week was topped off with an award for most units sold in the country by CAR-RAC for the 6th consecutive month on OVE.com.

"We'd like to thank our dealers, consigners, bidders and guests" said Wyatt Carter, General Manager of Richmond Auto Auction. "It takes weeks of planning and tireless efforts from the team to

prepare for a sale of this magnitude. The numbers speak to the success of the sale, and we couldn't do this without the support of our customers and clients."

(more)

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Consignments are being accepted now for the next East Coast Classic Car auction scheduled for Spring 2022. Find more information and view all our upcoming auctions on richmondAA.com.

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Photo Caption: Richmond Auto Auction broke sales and attendance records at its 31st Anniversary Sale and East Coast Classic Car Auction on Friday, September 17. Highlights included the sale of this 2006 Ford GT Heritage Edition for \$553,500.