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**FOR IMMEDIATE RELEASE****SIGNIFICANT EXAMPLES OF ITALIAN PERFORMANCE AND DESIGN WILL BE OFFERED AT GOODING & COMPANY'S 2010 PEBBLE BEACH AUCTION**

SANTA MONICA, Calif. (July 2, 2010) – [Gooding & Company](#), the official auction house of the esteemed Pebble Beach Concours d'Elegance, is delighted to announce five outstanding Italian consignments for its August 14th & 15th Pebble Beach Auctions. Spanning two important decades of Italian automotive design, these style and mechanical leaders include the ultimate **1959 Ferrari 250 GT LWB California Spider Competizione**, a legendary **1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod**, a sophisticated Zagato-bodied **1954 Fiat 8V**, a spectacular **1955 Maserati A6G/54 Berlinetta** with one-off coachwork by Zagato, and a dramatic **1971 Lamborghini Miura S**.

We can thank Italy's post-war *carozzerias* and style-focused performance manufacturers for creating some of the most exceptionally designed works of rolling art in automotive history, says David Gooding, President and founder of Gooding & Company. From Ferrari's legendary 250 GT SWB SEFAC Hot Rod to Maserati's stunning A6G/54 Berlinetta, we are thrilled to offer these spectacular automobiles at this year's Pebble Beach Auctions.

Fiat unveiled its infamous Otto Vu at the 1952 Geneva Motor Show. Its cutting-edge 2-litre V-8 engine technology and sophisticated lines soon led to the model's lasting reputation as one of the most important Fiat sports cars ever built. One of 24 early examples, the **1954 Fiat 8V** is an exciting and rare model sculpted by the prestigious carrozzeria Zagato. Intended for competition, this car was finished in Italian Racing Red livery with distinct features including the absence of air outlets and a thin aluminum strip on the hood scoop. With original engine and bodywork restoration completed by top European specialists, this two-time Mille Miglia participant is an ideal contender for today's best rallies and tours. Gooding & Company estimates that this car will sell for \$675,000–\$750,000 at this year's Pebble Beach Auction.

**The 1955 Maserati A6G/54 Berlinetta by Zagato**

Maserati's chosen car for the 1955 Turin Motor Show, this A6G/54 Berlinetta is one of the first of this model to pass through Zagato coachworks. Dressed in a black and white livery, this rare car is often celebrated as one of the most beautifully designed automobiles ever made. With an accurate restoration performed by Modena's leading specialists and extensive documentation in Maserati's factory literature, this Estimate On Request car is an exceptional automobile from every perspective.

### **The ultimate 1959 Ferrari 250 GT LWB California Spider Competizione**

Arguably the most significant LWB California Spider ever built, this car – chassis 1603 GT – is a superlative dressed in 100% alloy. With many desirable one-off competition features including the highly -developed 508 D chassis, covered headlights and the most powerful engine still fitted to a California Spider, a Tipo 168, this important California Ferrari has finished well at a spectrum of racing events including 5th overall at Sebring 12 Hours as well as Bahamas Speed Week, many times with famous drivers including George Reed and Alan Connell behind the wheel. Noted as Estimate On Request, this car will be offered for public sale for the first time ever at the Gooding & Company's Pebble Beach Auctions in August.

### **The legendary 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod**

The 250 GT SWB Berlinetta was the ultimate Ferrari GT for years since its 1950s prototype debuted, with a shape so pure and well balanced that Sergio Pininfarina called it [the first of our three quantum leaps in design with Ferrari.](#) One of only 20 cars built, this SEFAC, chassis 2845, was sold new to Count Volpi under the manager's infamous Scuderia Serenissima. It has an extraordinary racing history that includes a very impressive Third Place at the Tour de France, finishes at the 1000 Km de Paris and Daytona 3-hour Continental as well as multiple Italian hill climbs and vintage races throughout Germany. Gooding & Company presents this rare, certified Ferrari Factory restoration as an exciting Estimate On Request consignment.

### **The 1971 Lamborghini Miura S**

Lamborghini delivered the future when it debuted the Miura's prototype at the 1966 Geneva Motor Show. A statement of revolutionary Italian style, Lamborghini's Miura can be credited as the first car to pioneer an entirely new era of mid-engine automotive design. Notably, this show stopping bright green 1971 S model was originally delivered to Edmondo Lamborghini, brother of Founder Ferruccio Lamborghini. Gooding & Company has set the estimate of this car between \$500,000–\$650,000.

The 2010 Pebble Beach Auctions will be held at the Pebble Beach Equestrian Center. Preview days will start on Wednesday August 11th and will continue through Sunday August 15th. The auctions will commence at 5:00 p.m. on Saturday and 6:00 p.m. on Sunday. Gooding & Company's Pebble Beach Auction catalogues are available for \$100 and admit two to the viewing and the auction. Auctions are broadcast live from Gooding & Company's website on [www.goodingco.com/auction](http://www.goodingco.com/auction). Bidder registration forms, press credentials and additional auction information are also available on [www.goodingco.com](http://www.goodingco.com) or by calling (310) 899-1960. For additional vehicle information and up-to-the-minute results, follow Gooding & Company on [Facebook](#) and Twitter [@GoodingCompany](#).

### **About Gooding & Company**

Gooding & Company provides unparalleled service for those in the collector car market, offering a wide range of services, including private and estate sales, appraisals and collection management. The celebrated auction house recently made world history with the sale of the world's most valuable car, the infamous 1936 Bugatti Type 57SC Atlantic. In the first half of 2010, Gooding & Company sold 172 collector cars at auction totaling more than \$50 Million. Gooding & Company achieved two new world records at its Amelia Island Auction with the sale of the 1931 Voisin Mylord Demi-Berline at \$2.75 Million and the 1961 Porsche RS61 at \$1.705 Million, and two additional world records at its Scottsdale Auction with the sale of the 1956 Jaguar D-Type Sports Racer at \$3.74 Million and the 1959 Costin Lister Jaguar Sports Racer for \$1.1 Million. Gooding & Company's annual Scottsdale Auctions will take place on Friday and Saturday, January 21 & 22, 2011, and the Amelia Island Auction will take place on Friday, March 11, 2011.

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#### **PHOTO CREDIT:**

The automobile pictured is the 1961 Ferrari 250 GT SWB Berlinetta SEFAC Hot Rod. This image must be credited where necessary as: Photo by Simon Clay © 2010 Courtesy of Gooding & Company.

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