

## PRESS INFORMATION

### **Auctionata hits the road with American street cruisers of the 1950s and 1960s**

A unique collection of American vehicles of the 1950s and 1960s will go under the hammer at the Berlin-based online auction house Auctionata on May 30, 2015. This era of American automobile history stands for roaring engines, tailfins, and chrome on each trim. With the auction „Classic Cars - US Cars Collection“, Auctionata revives the spirit of the fifties and sixties.

The auction contains 33 US cars and seven corresponding collectibles. Among these are three American filling stations and four sofas in the form of rear or front ends.

One of the most popular vehicles in the auction is a 1958 Ford Fairlane Skyliner. The offered model is a convertible and represents the “ideal of beauty” of the time with its panorama windshield, the standard tail fins and the striking bi-color paintwork. With its steel hardtop, the Fairlane was far ahead of its time. The starting price is €28,000.

Another highlight in this auction is a 1959 Cadillac Coupe DeVille in pink color that will make collectors' hearts beat faster. There is no other car which has influenced the history of music and film more than the pink Cadillac. Celebrated by Elvis Presley, Bruce Springsteen and Prince, the car became a popular motive of various record covers and the source of inspiration for many movies, such as “Pink Cadillac” with Clint Eastwood. The starting price in the auction is €20,000.

Among the classic cars is a 1962 Plymouth Savoy "LAPD Police Car". It is a real police car that was out on patrol in the 1960s. Exciting features such as the fully functioning siren have been preserved and make this Plymouth a real attraction. The starting price is €7,500. The offered DeSoto Firedome S25 Sedan was built in 1957, but it still looks as if it had just come fresh from the factory. The color combination of brown and beige is as shiny as ever. The new car feeling is not just limited to optical aspects – both engine and gearbox run smooth and trouble-free. The starting price is €14,000.

In addition, successful buyers will get an all-risks insurance for their vehicle. This car is insured through Auctionata AG and its insurance partner BELMOT for up to six weeks after the auction with a convenient all risks insurance that covers cases such as engine and/or transmission failure or accidental damages.

The auction will be broadcast live on [www.auctionata.com](http://www.auctionata.com) on May 30, 2015.



Ford Fairlane Skyliner, Model 1958

Starting price: €28.000 | Estimated price: €55.000

[More information](#)



Cadillac Coupe DeVille, Model 1959

Starting price: €20.000 | Estimated price: €40.000

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Plymouth Savoy "LAPD Police Car", Model 1962

Starting price: €7.500 | Estimated price: €15.000

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DeSoto Firedome, Model 1957

Starting price: €14.000 | Estimated price: €28.000

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Printable images available upon request.

#### About Auctionata:

Auctionata brings the world of unique works of art, antiques and luxury collectibles to the internet via its frequent live stream auction broadcasts from locations in Berlin and New York. Users from all over the world bid in Auctionata's live stream auctions at any time, from any device and from wherever they are located. Auctionata also offers the typical services of a traditional auction house online via its website: Valuation, authentication, curation, auction and all related services including a full authenticity guarantee. Potential sellers benefit from the free and non-binding online valuation, which gives a first quick perspective on potential auction results. Auctionata professionals and its global network of over 300 experts from more than 40 countries ensure a proper assessment and authentication of each object that goes to auction. The spectrum ranges from paintings, prints, sculptures and antiques to furniture, design objects and porcelain, to watches, jewelry, wine and even classic cars. The company was launched by Alexander Zacke (CEO) and Georg Untersalmberger (CTO) in 2012 in a hotel room in Berlin. Today Auctionata operates globally with full-service locations in Berlin and New York, as well as offices in London, Zurich, Rome and Madrid.

#### AUCTIONATA PRESS AND PUBLIC RELATIONS

Elina Vorobjeva | + 49 30 610 8061 370 | [elina.vorobjeva@auctionata.com](mailto:elina.vorobjeva@auctionata.com)