



Barrett-Jackson
Barrett-Jackson New Orleans 2023
Thursday-Saturday September 28-30 2023

Ernest N Morial Convention Center, New Orleans LA 70130

BARRETT-JACKSON let the good times roll as they concluded their 2023 schedule with their inaugural New Orleans Auction, September 28-30, 2023. In total, 356 vehicles were sold at auction, all with No Reserve, for \$21.6 million. Additionally, 274 pieces of automobilia brought over \$960,000, bringing total auction sales to \$22.5 million—with a 100 percent sell-through rate and over 30 new world auction records set.

Topping the sales was a resto-mod 1958 Chevrolet Corvette convertible at \$660,000, while the “Honolulu Lulu” custom 1932 Chevrolet Woody Custom Wagon was auctioned for charity, raising \$375,000 for Samaritan’s Purse.

“The city’s rich heritage combined with the region’s expansive car culture made it an ideal backdrop,” said Barrett-Jackson chairman and CEO Craig Jackson. “We saw enthusiastic bidding across all segments of collectibles, and the performance we witnessed from resto-mods as well as custom trucks and SUVs demonstrated just how strong their place in the hobby continues to be.”

The top non-charity sales during the inaugural New Orleans Auction included:

1. 1958 Chevrolet Corvette Custom ConvertibleLot #748.....\$660,000
2. 2005 Ford GT Hennessey 1000Lot #725.....495,000
3. 1967 Ford Mustang Eleanor Tribute EditionLot #717.....440,000
4. 2005 Ford GT.....Lot #735.....418,000
5. 1954 Chevrolet Custom PickupLot #782.....330,000

6. 2020 Lamborghini Huracán LP640-4 EVOLot #730.....286,000
7. 1967 Chevrolet Chevelle Custom CoupeLot #707.....286,000
8. 2020 Aston Martin DB11.....Lot #701.....275,000
9. 2023 Maserati MC20Lot #723.....253,000
10. 1964 Corvette Custom ConvertibleLot #764.....220,000
11. 1959 Chevrolet Apache Custom Pickup “Indian Outlaw”Lot #679.....220,000

The 1932 Chevrolet Woody Custom Wagon, nicknamed “Honolulu Lulu” and donated by renowned philanthropists Megan and George Shinn, was auctioned to benefit Samaritan’s Purse and their relief efforts in Maui following the devastating August fires. First hammering for \$100,000, the custom hot rod was immediately donated back by longtime member of the Barrett-Jackson family Michelle Mauzy to sell again. After hammering a second time for \$75,000 with the winning bid from Ted McIntyre, additional donations included \$100,000 from Mike and Tracy Patterson as well as \$50,000 from the Shinn’s and another \$50,000 from Hendrick Motorsports owner Rick Hendrick.

“From an expansive docket filled with collectible vehicles for every enthusiast to Thrill Rides and live music, we brought the ultimate Barrett-Jackson experience for our first-ever event in Louisiana,” said Barrett-Jackson president Steve Davis. The event also hosted notable celebrities, including New Orleans Saints all-time sack leader and eight-time Pro Bowler Cam Jordan and “The First Lady of Motorsports” Linda Vaughn. Barrett-Jackson’s year-long Fantasy Bid presented by Dodge culminated on Saturday with Keith R. from Ohio taking the crown and the grand prize, a 2023 Dodge Charger.

Next up for Barrett-Jackson schedule is right here at home, the 53rd Annual Scottsdale Auction, running nine days from Saturday January 20 through Sunday January 28, at WestWorld of Scottsdale. For information, tickets, to consign or register to bid, visit:

▼ www.barrett-jackson.com ■

