

It's all about the NUMBERS.....

Today's economy seems to keep costs at the front of our minds. Many are struggling to keep food on the table and clothes on their bodies. However, there is an enormous following in the auto collector field at the auto auctions.

Auctions held by Barrett-Jackson and Kruse have a huge following that is not just in the USA. Many of their bidder/buyers are from overseas. These auctions and others are often shown on various cable stations. It is amazing to watch as the Chevrolets of the 50's that cost about \$2000 now sell for \$102,000+. It is also true that the restorations done on these cars make them better than GM made them, BUT pay over \$100,000 for a Chevy!!!! Who'd a thought!

The auction block has featured some pricey Oldsmobiles in the last few years as well. There was the 50's Futurama car. This was the Oldsmobile that traveled from city to city in a GM display known as the Futurama show. This particular car was built by Olds in 1951 and resembled the first Corvette. Olds designers and engineers had built the car but because Chevrolet sales were lagging badly, GM gave it to Chevrolet to produce. We all know what happened from that point. 2 years ago that car along with its documented history sold for \$3,240,000. Count the zeros. That is a lot of food and clothes!



Oldsmobile F88 Futurama car

Early this year a couple of outstanding Hurst/Olds crossed the auction block. A restored 1969 Hurst/Olds **sold** for \$84,000+ in Arizona. There was also an original, unrestored 1974 Hurst/Olds Pace Car (actual 1 of 2 Pace Cars)

that **sold** for \$75,000+. When our special cars cross the auction block, it increases the values and interest in all of our H/O's.



Joe Spagnoli's 1974 Pace Car

One thing is for sure, if you have a collector car, make sure your insurance value is up to date. There are several insurance companies that offer coverage to collector cars. There are limitations in mileage/use when you insure through these companies BUT, if you want to be able to collect from damage or loss to your special car, you are better off using these companies.

If you chose to use a "regular" car insurance for your H/O, the burden of proof will be on you. You should have a "stated value" policy, where you state the value of coverage. Your work is not done with stating the value. If something happens to your car you will then need to prove it is worth that value. You need to have current photos, an appraisal (prior to loss/damage), and comparable vehicle selling prices. Sometimes an insurance company doesn't require all of YOUR work but in most cases they will, and you need to keep your information up to date. After something happens to your H/O is too late!



I'm sure you have all seen the values of the Hurst/Olds climbing in recent years. Here is a chart that shows how much it cost the original buyer for the Hurst/Olds option to be on their car.

THE COST OF A HURST/OLDS

YEAR	HURST CHARGE	OLDS CHARGE	INVOICE TOTAL
1968	418.00	436.00	852.00
1969	652.96	475.00	1128.96
1972	570.00	572.00	1142.00
1973	635.00	635.00	1270.00
1974	725.00	352.00 (W25)	1077.00
	725.00	770.00 (W30 w/AC)	1495.00
	725.00	850.00 (W30 wo/AC)	1575.00
1975	1095.00	900.00 (W25)	1995.00
	1095.00	1100.00 (W30)	2195.00
1979		2054.20*	2054.20
1983		1996.60*	1996.60
1984		1997.32*	1997.32

*Separate figures are not currently available

These figures came from various sources in the H/OCA Research Library files and the GM/Olds History Center. The 2 company figures are combined and were listed as the Hurst/Olds option on the dealer invoice for the car. The Hurst/Olds was an option just like power windows, etc. The "invoice" total is what the actual Hurst/Olds option cost the customer when you bought an H/O.