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**1965 Porsche 356 SC Brings \$104,500 as Top Seller at Fall Branson Collector Car Auction
Plus New Expert Forum and Live Stream Broadcast Brings Auction to Family Rooms**

Branson, MO (October 31, 2016) – Once again, thousands of buyers, sellers, and spectators gathered at the Branson Convention Center on October 14 & 15, 2016 for the 38th Annual Branson Collector Car Auction. One of the highlights of the 2-day collector car auction was the sale of a rare 1965 Porsche 356 SC that was unveiled during a casual meeting between Jim Cox, owner of the Branson Auction, and the Porsche’s original owner. This beauty had been in storage for 10 years. When it was new in 1965 it sold for around \$3,500 and was eventually the subject of a ground up restoration approximately 20 years ago. After a thorough re-commissioning by Jim Cox’s classic garage team at The Shop in Hollister, Missouri it was ready once again to delight all who witnessed this classic Porsche. At sale time, bidders upped the ante multiple times having started at the low bid of \$35,000 eventually bringing a crowd-cheering \$104,500 on the auction block.

According to Cox, “We see many rare, unique, and unusual automobiles of all makes, models and vintages come through the collector car auction twice a year. Last Spring, we gained national exposure through the sale of an iconic airplane, the 1967 Grumman Widgeon featured in the 1980’s TV-series ‘*Fantasy Island*’ which viewers endearingly referred to as ‘De Plane! De Plane!’ One of the most unique collectibles at the Fall auction included a 1953 Muntz Jet Convertible created by Earl “Madman” Muntz. Only 436 units of this production were made from 1951 to 1954, and only about 50 are known to have survived, 12 examples of which were from 1953 like this one that sold for \$62,700 at our Fall auction.”

Next to the 1965 Porsche and 1953 Muntz Jet, other top-ten show-stoppers and their final selling prices included:

- **1957 Ford Thunderbird Convertible** **\$90,750**
- **1989 Ferrari Testarossa** **\$88,000**
- **1969 Plymouth Roadrunner Hemi** **\$80,000**

- **1962 Chevrolet Corvette Roadster** **\$77,000**
- **1956 Ford Thunderbird Hardtop Convertible 292** **\$61,050**

The results of the 38th Annual Fall auction are posted online at: <http://www.bransonauction.com/fall-2016-auction-results>.

A number of new and innovative features were added to this year's Fall auction including the first ever live-streaming webcast that resulted in nine phone-in bidders who placed their bids while viewing real-time online auction via www.BransonAuction.com as well as TheBransonAuction YouTube channel. This state-of-the-art delivery platform attracted collectors across the country from as far away as California, Florida and Delaware, and increases the ability to reach a broader international audience. "This was a wonderful opportunity for us to pique the interest of a broader network of viewers with the added live stream broadcast of the Fall auction," says Jim Cox, owner of Branson Collector Cars. "We had a steady viewership on both days which shows that we are now offering a service that benefits collectors everywhere by bringing the auction to their living rooms where they can learn about today's classics, or even bid without physically being present." The broadcast was made possible by local sponsors SummerWinds Resorts, Fogle Enterprises, Inc., Branson/Lakes Area Chamber of Commerce & CVB, Project Branson, Clay Cooper Theatre, Starlite Theatre and Bella Medici Medical Spa, and the technical services of MerxMedia, King Entertainment, LLC and Brandsmith.

The 38th Annual Fall Collector Car Auction also launched the new seminar series entitled "*The Forum: A Discussion About the Automobile*" which combined the expertise and experience of thought leaders in the collector car industry. Moderated by celebrity entertainer Les Brown, Jr., this panel discussion featured insights about classic, exotic and sports cars from expert guest speakers including:

- **Rick Carey** – Auctions Editor for Sports Car Digest (www.SportsCarDigest.com) and Victory Lane Magazine;
- **Thomas Jones** – President of the National Board of Directors of the Classic Car Club of America (CCCA – www.ClassicCarClub.org), and founder of the Keeneland Concours d'Elegance;
- **Stephen R. Plaster** – Former President of Empire Gas Corporation and avid classic collector;
- **Jay Quail** – Executive Director of the Classic Car Club of America.

At \$25/person, proceeds generated by this seminar multiplied the charitable giving power already in place via the pre-auction VIP event 'Cars, Charity and Cocktails' charity auction that kicks off every auction weekend on Thursday evening in partnership with Summerwinds Resorts. These events combined donate 100% of proceeds to benefit autism research via the VCRA, with no administrative costs withheld. This year, The Charity Auction Reception raised \$15,000 for the VCRA Autism Fund. Since 2008, The Branson Auction has raised in excess of \$100,000 for Autism Awareness.

Spring Auction plans are already underway, scheduled for April 21-22, 2017 at the Branson Convention Center, home of the Annual Branson Collector Car Auction. This event is sponsored by Summerwinds Resorts, Passport Transport, JJ Best Banc, Branson Airport, SMG and the Hiltons of Branson, and hosted by Jim and Kathy Cox owners of The Branson Auction, Branson, MO.

For more information, visit www.bransonauction.com or call [800-335-3063](tel:800-335-3063). Follow Branson Auction on Twitter at [@BransonAuction](https://twitter.com/BransonAuction), on Facebook at www.Facebook.com/thebransonauction, and LinkedIN PULSE <https://www.linkedin.com/company/the-branson-auction>

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About the Branson Collector Car Auction

The Branson Auction has come to be known as a favorite among collectors of vintage automobiles across America, attracting more than 5,000 collectors, consigners, bidders and car enthusiasts to Southwest Missouri twice a year for Spring and Fall live auctions in Branson, Missouri. Praised in many collector car circles coast to coast, the Branson Collector Car Auction offers hundreds of sports, muscle, vintage, classic, custom and antique automobiles for sale to enthusiasts, collectors, and gearheads from around the world, and this year took flight with the sale of its first collectible airplane.

The 2015 recipient of the prestigious Lee Iacocca Award for his "dedication to excellence in perpetuating an American automotive tradition" at Keeneland Concours d'Elegance, Jim Cox is well known for his knowledge and expertise in the performance, restoration, and valuation of autos dating back to their origin, including everything from American- and European-made to elite imports and celebrity rides. In fact, owners have proclaimed Cox's ability to prepare collections for auction that would ordinarily be overlooked or even dismissed because of condition to be nothing short of

amazing. Utilizing the considerable expertise and years of experience involved at Branson Collector Cars “The Shop”, Cox and crew led by Jack Martin have rescued hundreds of collector cars that have gone on to be the pride and joy of other enthusiasts. The Shop continues to provide repair, maintenance and full restorations for some of the hobby’s finest examples of automotive art.