

# HEDGE

INDUSTRY • LUXURY • OPINION



## SHEILA PATEL

THE CEO OF  
INTERNATIONAL  
GOLDMAN SACHS ASSET  
MANAGEMENT ON THE  
ROAD TO SUCCESSION

**CLASSIC CARS**  
By Max Girardo  
RM Auctions**1. Do it for Love**

Don't buy a car with the intention of making money overnight. Buy something you will enjoy driving and owning. But don't fall in love at first sight, either. Some cars have great sex appeal, but that doesn't always translate into value or reliability.

**2. Buy a Significant Make**

Classic cars with famous heritage such as Ferrari, Bugatti or Porsche are better long-term investments than less desirable marques. But note that not every famous manufacturer's model is valuable – each has had its share of winners and losers.

**3. Do Your Homework**

The internet is a valuable research tool. Classic car clubs and live auctions are also great places to network with knowledgeable enthusiasts. Before you buy, have an expert check over the car to make sure you get what you're paying for. And always buy from a reputable source.

**4. Study the Market**

Several publications offer insights into the market. Highbrow automotive magazines such as *Octane* and *Classic & Sports Car* track auction results. Market guides such as *Hagerty Price Guide* offer current values based on recent sales and most auction houses publish their sales results online.

**5. Make it Rare, Please**

Low production numbers and survival rates are important factors in the car's value. Fewer than 100 produced is good. Fewer than 50 is even better. Think of

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great European sportscars such as Jaguar C-Types (50 made), Ferrari 250 GTOs (39). One-of-a-kind, pre-war luxury cars – and certain cars from the 1950s and 1960s built in low numbers with special options – will hold their value the most.

**6. Learn Your History**

A car's complete history is one of the most important factors to consider. Any factory-issued paperwork can add considerable value to a car's price. Who was the original purchaser and where was it sold? Did a notable individual own it? Did the owner take photos or keep a service log?

**7. Consider a Sportscar or Racecar**

For a real thrill, buy a vintage sports or racecar; these are always in demand, and are the strongest areas of the market at present. The current market for a Jaguar D-Type is about \$2m, but the one Stirling Moss drove at Le Mans is worth much more.

**8. Bigger is Sometimes Better**

Bigger engines can mean a bigger return on investment. High-performance, V8, four-speed muscle cars, built in limited numbers in the 1960s, are desirable. Italian V12 sportscars took victories on the track because of their sheer power, aerodynamics and performance, making them instant classics, like their derivative road cousins.

**9. Build the Right Portfolio**

Building a great collection with the right cars will help build a reputation that can be good for the future value of the collection. A well-planned portfolio will draw a specific and much-attuned market of potential buyers at auction time, helping to secure a strong return on the original investment.

**10. Care for Your Car**

Classic collectibles require regular service and maintenance, plus climate-controlled system garages or special storage facilities. Insurance is surprisingly more affordable for a classic car than a new one – if you keep an eye on the miles. Most of all, enjoy your vehicle – participate in concours events or competitions. You could win awards and renown that will help secure the car's provenance and increase its value.

For more info: [rmauctions.com](http://rmauctions.com)

**BRONZE**BY EDWARD HORSWELL  
SLADMORE GALLERY

The world is awash with new records for works of art sold at auction. But as an outsider to this often confusing world how can one – with any certainty – put a toe in the water?

My mother established the Sladmore Gallery in 1965 to sell 19th and early 20th century bronze sculpture. My top three picks would be key works by Auguste Rodin, Rembrandt Bugatti and François Pompon. All three sculptors are well known and have had recent museum shows – essential for an increase in awareness, which in turn has a positive effect on price.

For Rodin's wonderful *Jean d'Aire*, we can chart an auction increase over the past 15 years from \$50,000 to \$500,000. This tenfold increase is partly due to a reliable authentication service appearing for Rodin's work in 2007. This is another important factor in buying any major art work – expertise adds value.

We first sold an example of Bugatti's sublime *Walking Panther* in 1969 for £1,800. My first sale of this model in 1982 realised £25,000 and today a fine-quality example would go for more than £400,000. Here, an iconic work from the leading artist in his genre, featured in recent museum shows and books has provided almost a 16-fold increase in 30 years. A similar return would have been made for Pompon's marble *Polar Bear*.

When buying art purely for pleasure, what you like is important, but finding a trustworthy advisor is essential. There is plenty of information online but help will be required to analyse what it all means.

As a principal dealer I am prepared to invest in my own stock. I am also secure in the knowledge that my most loyal clients have made far more than me. Perhaps I should close my doors and hang on to everything.

For more information: [sladmore.com](http://sladmore.com)