

Mecum Auctions reports strong results for 2nd year in Harrisburg, PA *Sales totals reach more than \$20 million with nearly 2,000 items offered & 20k fans in attendance.*

Fans mark their calendars for Mecum's return to Harrisburg -- July 21-24, 2016

Harrisburg, PA (August 5, 2015) – Tourism officials for the Hershey Harrisburg Region ([HHR](#)) were happy to hear the positive results reported today from [Mecum Auctions](#) for their second year at the PA Farm Show Complex & Expo Center ([FSC](#)) held July 30 - August 2, 2015.

This year an estimated audience of 20,000 registered bidders and spectators watched an unprecedented amount of collector cars, motorcycles, tractors and collectibles cross the auction block over the four-day event with total sales reaching \$20.5 million and an overall sell-through rate of 67 percent, according to Mecum officials. This year's results rival Mecum's [record-breaking](#) first-time event for northeast in Harrisburg in 2014.

Overall a total of 1,016 vehicles, 135 motorcycles, 107 tractors and 405 Road Art items were offered for sale to a sea of enthusiastic bidders as 20-hours of auction coverage were broadcast on NBC Sports Network.

"It was great to see that the crowds at this year's Harrisburg auction easily rivaled that of our inaugural event in 2014," said Dana Mecum, Founder and President of Mecum Auctions. "With so many registered bidders present, bidding remained steadily competitive and kept sales strong."



Mecum Auction Block Party – On July 29, the Hershey Harrisburg Regional Visitors Bureau hosted a premiere party on Mecum Auction's red carpet auction block stage at the PA Farm Show Complex & Expo Center with 65 tourism Partners on-hand to help state, county, and bureau officials drop the hammer to open the 2nd Annual Mecum Auction in Harrisburg. **Pictured (L-R):** Michael Chapaloney, Dir. of PA Tourism Office; Dave Magers, CEO of Mecum Auctions; Commissioner Jeff Haste, Dauphin County; Michael Smith, Exec. Deputy for PA Dept. of Agriculture; Carrie Lepore, Deputy Secretary of Marketing, Tourism, and Film for PA Dept. of Community & Economic Development; Sharon Altland, Exec. Dir. of the PA Farm Show Complex & Expo Center; Mary Smith, President/CEO of the Hershey Harrisburg Regional Visitors Bureau.

Tourism officials estimate the economic impact from this year's event will again be \$10.5 million for the region. But the added-value of the 18-hours of broadcast on [NBC Sports Network](#) is invaluable to raising brand awareness of the destination to a worldwide audience, said Mary Smith, President & CEO for the Hershey Harrisburg Regional Visitors Bureau.

Top sales included a 1968 Shelby GT500KR convertible (Lot S25) that gaveled for \$190,000. As one of only 518 produced and featuring the powerful R-Code Ram Air 428/335hp Cobra Jet V8, it is one of the most sought-after Shelby Mustangs in existence. Hammering at \$147,500 was a stunning reproduction of a 1931 Bugatti Royale (Lot F212) with carbon-fiber body and fenders and a German canvas top. Two Corvettes followed with a '67 coupe (Lot S138.1) demanding a high bid of \$138,000 and a '57 convertible (Lot S186) bringing \$132,000.

Top 10 Sales for Mecum Harrisburg (all individual sales reflect hammer prices):

1. 1968 Shelby GT500KR Convertible (Lot S25) at \$190,000
2. 1931 Bugatti Royale Replica (Lot F212) at \$147,500
3. 1967 Chevrolet Corvette Coupe (Lot S138.1) at \$138,000
4. 1957 Chevrolet Corvette Convertible (Lot S186) at \$132,000
5. 1957 Ford Thunderbird (Lot S174) at \$127,500
6. 1968 Shelby GT500KR Fastback (Lot S26) at \$120,000
7. 1941 Packard 110 Station Wagon (Lot S173) at \$120,000
8. 1964 Chevrolet Corvette Convertible (Lot S250) at \$115,000
9. 2015 Ford Mustang Stage 2 (Lot F172) at \$102,500
10. 1970 Shelby GT500 Fastback (Lot S121) at \$94,000

For access to complete auction results and other member benefits, sign up for the free InfoNet service offered at [Mecum.com](#). Additional auction coverage from Mecum's Harrisburg auction will be broadcast on NBC Sports Network this Thursday, Aug. 6 from 8 to 10 p.m. (ET) immediately preceding the premiere of "Mecum Dealmakers: Houston."

Mecum's next classic and collector car auction will be the annual Daytime Auction in Monterey, CA Aug. 13-15 with 600 vehicles. This year's auction will showcase one of the best all-around dockets in Mecum Monterey history. For more details on an upcoming auction, to consign a vehicle or to register as a bidder, visit [www.mecum.com](#) or call (262) 275-5050.

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About Mecum Auctions

Nobody sells more than Mecum. Nobody. The Mecum Auction Company is the world leader of collector car, vintage and antique motorcycle, and Road Art sales, hosting auctions throughout the United States. The company has been specializing in the sale of collector cars for 28 years, now offering more than 15,000 vehicles per year and averaging more than one auction each month. Established by President Dana Mecum in 1988, Mecum Auctions remains a family-run company headquartered in Walworth, Wis. For further information, visit [Mecum.com](#) or call (262) 275-5050. Follow along with Mecum's social media news and join us on Facebook, Twitter, YouTube, Pinterest and Instagram.

ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International ([DMAI](#)) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](#) or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.