



# CLASSIC CAR COLLECTION GUIDE

2024 EDITION

# WHY CLASSIC CARS? WHY US?

Investing in classic cars is a unique blend of nostalgia and gain. Classic cars are not only a testament to engineering and design history; they represent an investment in tangible assets with potential for appreciation.

At FalconCo, we are more than fund managers; we are your conduit to rare automotive masterpieces, expert knowledge, and exceptional investment opportunities.



Private & Discreet



Transparent & Honest



Specialist & Niche



Expert Insights



Personal Enjoyment



Performance Events

# OUTLOOK FOR 2024

01

The value of classic cars saw an impressive growth of 25% in 2022, marking their strongest performance in nine years. This trend is expected to continue into 2024, particularly as the number of wealthy individuals rises globally. The shift towards electric vehicles is contributing to this trend, with classic cars becoming increasingly viewed as cult objects and collectibles from a vanishing era of combustion engines. This electrification and the cultural shift around it are anticipated to favor the classic car market, potentially making these vehicles even more valuable and sought after.

02

North America remains the largest market for classic car auctions, with significant sales figures recorded in 2022. Moreover, there is an emerging number of buyers in regions like the Middle East, India, and China, expanding the global interest and investment in classic cars. This geographical spread of interest indicates a robust and diversifying market for classic cars, which can offer appealing investment opportunities for those looking to engage with this asset class.



# 2023 INSIGHTS

01

Personal enjoyment and identity are the leading motivators for classic car collectors, similar to art collectors who prioritize self-identity and personal pleasure. Financial motivations are also significant but secondary to the joy of ownership.

02

A notable strategy among high-net-worth collectors is the use of credit or loans to fund their classic car investments, reflecting confidence in the market and the potential for appreciation. This trend suggests a level of financial savvy and strategic planning in building classic car collections.

03

Investment in classic cars is growing, with a reported 25% increase in the value of vintage cars in 2022, marking the strongest performance in nearly a decade and closely trailing the art market's growth.

04

The classic car market has seen a shift, with auctions still being the primary venue for high-value sales. North America leads in auction sales, indicating robust activity and interest in classic cars in this region.

05

As the global automotive industry moves towards electrification, classic cars are gaining more attention, often becoming “cult objects.” This transition may increase the value of classic cars as they become more symbolic of a bygone era.

06

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## 2023'S RECORD AUCTION

**Make:** Ferrari

**Model:** 250 GTO

**Estimate:** \$20 million

**Sale Price:** \$51.7 million Auction

**Venue:** Sotheby's New York

**Date:** November 13, 2023



The younger generation is becoming an increasingly important demographic, with its share of bidding activity growing to 30% in the first half of 2023.

Sotheby's Insight Report 2023

## MARKET INSIGHT



The ongoing passion for luxury collectibles pushed the Knight Frank Luxury Investment Index (KFLII) 16% higher in 2022. Art (up 29%) and classic cars (25%) led the table, propelled by record-breaking sales and some huge and unique collections coming to the markets.

# MOTIVATIONS FOR CLASSIC CAR INVESTMENT & COLLECTION

Venture into the captivating world of classic car investment and collection, where passion for automotive excellence drives financial potential to new horizons.

This section delves into the varied inspirations that compel enthusiasts to venture into classic car collection, a pursuit that goes beyond mere fiscal returns to embrace heritage and the art of engineering. Classic cars represent a journey through time, an homage to innovation, and a celebration of design that transcends the mere concept of investment to become a legacy in motion.

As we navigate the reasons why collectors and investors are captivated by these mechanical marvels, we remember the deeply personal connection to each vehicle. FalconCo is dedicated to understanding and honoring your individual automotive aspirations. Every collector has a story, a vision, and a dream that reflects the magnetic charm of classic cars, crafting a narrative that intertwines personal passion with strategic investment.

Your adventure in the world of classic cars is crafted to mirror the uniqueness of the vehicles themselves – timeless, distinctive, and exhilarating.





### Real Returns

Make money and enjoy owning a classic piece of automotive history.



### Steady Investment

Classic cars can offer a dependable choice when other investments are unpredictable.



### Durable Value

Classic cars often maintain their worth, even in tough economic times.



### Growth over time

Well-chosen classic cars may increase in value as they age.



### Emotional Fulfilment

The pride and joy of owning a classic car can be just as important as any financial gain.



### Preserve the Past

Your investment helps protect and celebrate automotive heritage.



### Family Heirloom

Classic cars can be treasured assets that you pass down to future generations.



### Cultural Contribution

Your collection can contribute to the ongoing appreciation of classic car culture.



## MARKET INSIGHT



Classic cars have seen a significant increase in value, with a 28% rise in the last 12 months.

This performance surpasses the FTSE 100's increase of 12% and outshines the gold market, which saw a 23% decrease in the same period.

# UNDERSTANDING THE MARKET

In the realm of classic car acquisition, there exists a dual avenue: the primary market and the secondary market. These distinct channels are pivotal in shaping the landscape, offering collectors a nuanced perspective and a dynamic range of opportunities.

## Primary Market

The primary market for classic cars is where enthusiasts and collectors purchase vehicles directly from the first owner or an authorized dealer. This market is about the initial sale, where buyers often have the chance to buy limited edition models or newly restored classics. It's a place where the thrill of unveiling a freshly restored classic car meets the collector's eagerness to own a piece of history.

## Secondary Market

In contrast, the secondary market is vibrant with auctions and private sales managed by specialist brokers. This is where classic cars with a known history, provenance, and often an established pedigree are traded. It's not just about the cars; it's about their stories, the races they've won, the shows they've starred in, and the people who've driven them.





### **Symbiotic Relationship**

These two markets are intertwined. The primary market launches a car's story, setting the stage for its future legacy. As these vehicles enter the secondary market, their stories and the care they've received contribute to their value and desirability.

### **Collector's Advantage**

For collectors, the secondary market can be particularly enticing. Cars that have been well-maintained or have an interesting history often fetch higher prices than their original sale price. This market's dynamics allow collectors to spot potential before it becomes common knowledge.

### **Price Indicators and Caution**

In the secondary market, the prices realized at auction can often provide a more accurate reflection of a classic car's value than the initial sale price. However, investors must navigate this market with care, as prices can fluctuate based on a car's condition, rarity, and the whims of collecting trends.

### **Navigating the Classic Car Market**

By understanding the relationship between the primary and secondary markets and the factors that influence a classic car's value, collectors and investors can make more informed decisions. Whether it's the satisfaction of owning a rare model or the excitement of a profitable sale, the classic car market offers a range of opportunities for personal and financial fulfillment.

# COMPARING PRIVATE & PUBLIC AVENUES IN THE CLASSIC CAR WORLD

Join us on a route through the exciting world of classic cars, where enthusiasts have distinct avenues for acquisition and investment: the private and public sectors. Each path offers its own set of experiences, allowing collectors and investors to find unique ways to connect with the classic car scene. Let's explore these avenues and what they offer.



## Classic Car Showrooms

These are the hallmarks of tradition where prestigious dealerships showcase expertly maintained and restored vehicles, providing a trusted space for viewing and purchasing.



## Classic Car Auctions

Classic car auctions are public spectacles where rare and sought-after models are presented to the highest bidder.



## Private Sales

For those seeking a more discreet approach, private sales through brokers offer exclusivity and a personalized touch, often leading to the discovery of exceptionally rare and valuable cars not available on the open market.



## Car Clubs and Meetups

Grassroots gatherings where enthusiasts and collectors share their passion, offering a community-oriented space for buying, selling, or simply appreciating classic cars.



## Online Marketplace

The digital revolution has made it easier than ever to browse, buy, and sell classic cars online, opening up the market to a global audience.



## Restoration Workshops

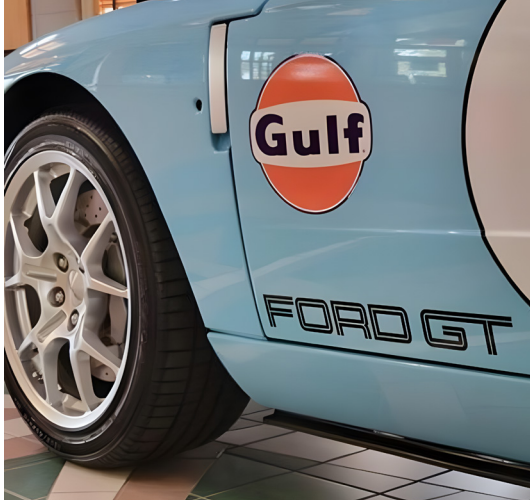
These workshops provide investors with insights into the restoration process, adding value to their investment.

## MARKET INSIGHT



Classic car investments have seen robust returns, with a 25% increase in value over the past year and an impressive 185% over the past decade.

# THE CARS



# FORD GT 2005: A MODERN CLASSIC

The Ford GT 2005 is a modern classic that was produced by Ford from 2005 to 2006. It was designed to be a high-performance sports car that could compete with some of the best cars in the world, while also paying homage to the iconic Ford GT40 race car of the 1960s.

The design of the Ford GT 2005 is one of its most striking features. Its sleek and aerodynamic body is reminiscent of the original GT40 and features a number of unique design elements that set it apart from other sports cars of its era. The car's distinctive front end, with its large air intakes and round headlights, is particularly memorable. The Ford GT 2005 is a true beauty that is admired by car enthusiasts worldwide.

Under the hood, the Ford GT 2005 is powered by a 5.4-liter supercharged V8 engine that produces 550 horsepower and 500 lb-ft of torque. This powerful engine is paired with a six-speed manual transmission that helps to deliver an exhilarating driving experience. The car is capable of accelerating from 0 to 60 mph in just 3.5 seconds and has a top speed of over 200 mph.

Despite its impressive performance, the Ford GT 2005 is also a comfortable and practical car. Its spacious interior is well-appointed with high-quality materials and modern features. The car features air conditioning, power windows, and a premium sound system, making it a car that can be enjoyed for long road trips or just a drive around town.

The Ford GT 2005 is a modern classic that is highly sought after by car enthusiasts around the world. Its striking design, impressive performance, and practical features make it a standout among other sports cars of its era. It was produced in limited numbers, which only adds to its exclusivity and appeal. In addition, the Ford GT 2005 has a rich history and has been featured in numerous movies, TV shows, and video games, making it a true icon of the automotive world.

Owning a Ford GT 2005 is not just owning a car, it's owning a piece of history. It's a car that is sure to turn heads and make a statement wherever it goes. The Ford GT 2005 is a true modern classic that will continue to be admired and appreciated for years to come.

# THE CARS





# SHELBY COBRA: A TIMELESS CLASSIC

The Shelby Cobra 427 is one of the most iconic American sports cars ever made. Produced by Shelby American from 1965 to 1967, this car is a true masterpiece that has captured the hearts of many car enthusiasts. Its design and performance are still admired today, and it remains a highly sought-after car for collectors.

What makes the Shelby Cobra 427 so special is its impressive performance. The car was designed to be a high-performance race car, and it was incredibly successful on the track. Its powerful 427 cubic inch V8 engine produced over 400 horsepower, making it one of the fastest cars of its era. With a top speed of over 160 mph, the Shelby Cobra 427 was a true beast on the road.

But it's not just the car's performance that makes it a timeless classic. The Shelby Cobra 427 is also known for its distinctive design. Its sleek and aerodynamic body, combined with its aggressive front grille and iconic racing stripes, make it an unmistakable car on the road. Its unique design has been imitated by many other cars over the years, but none have been able to capture the essence of the original Shelby Cobra 427.

Overall, the Shelby Cobra 427 is a true icon of the automotive world. Its distinctive design and impressive performance have made it a highly sought-after car for collectors and enthusiasts alike. It is a timeless classic that will be admired through years to come - a true icon to the motoring world and a true definition to passion on four wheels.



# THE CARS





# CHEVY STINGRAY: THE AMERICAN DREAM

The Chevrolet Corvette C2, also known as the Stingray, is a special car that has captured the hearts of many car enthusiasts. This iconic sports car was produced by Chevrolet from 1963 to 1967 and was the second generation of the Corvette line up.

The Corvette C2 is special because of its unique styling and impressive performance. It was the first Corvette to have a coupe body style, and its sleek design is still admired today. The car's signature split rear window is one of its most distinctive features, and it has been imitated by many other cars over the years.

What really makes the Corvette C2 loved by many, though, is its incredible performance. The car was available with a range of powerful engines, including the legendary 427 cubic inch V8 engine, capable of accelerating from 0 to 60 mph in just 5.6 seconds, with a top speed of over 150 mph. These were impressive figures for a car of its era and helped cement the Corvette C2's reputation as one of the greatest sports cars ever made.

Overall, the Chevrolet Corvette C2 is a special car loved by many. Its unique styling and impressive performance have made it an icon of the automotive world, highly sought after by collectors and enthusiasts alike.

## MARKET INSIGHT



According to Knight Frank's 2023 Wealth Report, vintage cars have experienced a staggering 185% increase in value, only second to rare whiskeys

# THE FALCONCO WAY

Your journey is our focus. Your dedicated consultant will engage in understanding your interests, motivations, and vision. We offer a secure and non-obligatory space for exploring ideas that align with your desired future outlook.



Your journey with FalconCo is a collaboration focused on your aspirations and the boundless possibilities of classic cars.



**Dedicated  
Advisor**



**Consultative  
Approach**



**Insights  
& Ideas**



**Tailored  
Service**



**Offerings  
that Align**



**Logistics, Storage  
& Insurance**



**Ongoing Market  
Updates**



**Exclusive Events  
& Exhibitions**



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