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Collector Car Market Review

For over 25 years, Collector Car Market Review has provided real world collector car values and insightful analysis

- Onsite auction reports
- Interior and exterior photos
- Auction statistics
- Graphical analysis
- Market trends
- Vehicle profiles
- Detailed value/pricing guide
- Print and ePub versions

Auction Report

1966 Ford Thunderbird 2-door convertible. Lot L63, VIN 6Y85Z153770. Light blue metallic, black vinyl top, black vinyl bucket seat with console interior, 300hp 300ci V8 with console shif, 3-speed automatic transmission. The dash plate is crudely papered over after being drilled out and reattached on a replacement door. Old repair, which has been buffed out quite heavily. All original chrome and trim, with a general light dullness to it. Light rust on the inner covers of the rear bumper. The door weatherstrips are quite rotted. The undercarriage has lots of overpaint; not from the paint, but from the grey primer before the car was repainted – over which resides lesser amounts of paint overspray. Nearly faded out interior vacuum plated chrome trim on the dashboard. Tape residue from where the original optional owner's nameplate was adhered to show the glovebox door on the dash. Good original seating and carpeting, but both are somewhat dingy. Also dingy is the engine compartment, even after being casually washed off before the auction. Although claimed to be a new top, and in good working order, it was never cycled during the weekend. Overall condition 4, bid to \$9,000, SOLD. With the myriad of options and systems for the top, you really don't want to go cheap on a 1966! Call 1-800-451-7461 for more info, and if you think you can afford to buy a ditty like this, bid keep it affordable, think again, it'll come back to haunt you wailed in the future – and sooner than you think.

1966 Ford Mustang, FAKE Mach 1 2-door fastback. Lot S140, VIN 9T02L209660. Medium blue metallic with gold striping, black vinyl bucket seat deluxe interior with console, Modified 351 Cleveland V8 with 4-speed manual transmission. Originally powered by a 250ci 6-cylinder. Color change from the original Silver Jade, done in a good quality newer clear coat upon base coat repairs. Expert detail installation overall. Mucky replacement chrome and trim. While its originally a black interior car, it was the base-level trim, not the reproduction Confederate deluxe vinyl interior now put into it. Other later-day add-ons include the Hurst shifter, AMF Wescam radio in the dash, and the smaller diameter wood rimmed steering wheel. While the modern carpeted floor mats seem to be catching the brunt of the wear, the rest of the interior is also showing some light wear. A pretty good overall was made under the hood to replicate a stock 351, complete with details and correct paint scheme, although there are a few smaller non-stock components that catch the eye. Add-ons on the undercarriage include a thick undercoating, chambered dual exhaust, and rear air assist shock absorbers. Overall condition 3, bid to \$20,000, SOLD! Consigned at No Reserve from the Mark Wilson collection. It was not much money for a car that never really was. For more than you'd pay for a used 2005-2007 Mustang GT you can get the vintage version to play with which is just as extremely collectible – along with being darker and more unreliable to boot.

1973 Ford Mustang Mach 1 2-door fastback. Lot U27, VIN 3F050142833. Medium Blue Metallic with Argent graphics, white knitted vinyl bucket seat interior with center console, 268hp 351 CJ 4-bare V8 with four-shaft 3-speed automatic transmission. The seller claims that the 11,470 miles indicated are actual since new. Heavily optioned, with the 300ci engine, power steering, power brakes, power windows, tilt steering column, Deluxe interior, 300ci 4-cyl over seat, & AMF stereo radio. Fitted with Magnum 500 wheels, which have Grand Torino center caps and reproduction Polyglas

Auction Report

Mecum Indy Results, 2012 vs 2011

Category	2011	2012
Total Lots	~100	~100
Sold Through	~80	~80
Total Sales	~\$10M	~\$10M
Average Lot \$	~\$100k	~\$100k
Median Sale Price	~\$50k	~\$50k

Lot Distribution by Sale Price

Price Range	Count
\$0 - \$100k	~15
\$100k - \$200k	~25
\$200k - \$300k	~15
\$300k - \$400k	~10
\$400k - \$500k	~5
\$500k - \$600k	~5
\$600k - \$700k	~5
\$700k - \$800k	~5
\$800k - \$900k	~5
\$900k - \$1M	~5
\$1M - \$1.5M	~5
\$1.5M - \$2M	~5
\$2M - \$3M	~5
\$3M - \$4M	~5
\$4M - \$5M	~5
\$5M - \$6M	~5
\$6M - \$7M	~5
\$7M - \$8M	~5
\$8M - \$9M	~5
\$9M - \$10M	~5

Soil Through Rate, Selected Manufacturers

Manufacturer	Soil Through Rate (%)
AMC	~85
Chrysler	~85
Chev	~85
Dodge	~85
Ford	~85
Lincoln	~85
Mercury	~85
Oldsmobile	~85
Plymouth	~85
Volvo	~85

Average Sale, Selected Manufacturers

Manufacturer	Average Sale
AMC	~\$100k
Chrysler	~\$100k
Chev	~\$100k
Dodge	~\$100k
Ford	~\$100k
Lincoln	~\$100k
Mercury	~\$100k
Oldsmobile	~\$100k
Plymouth	~\$100k
Volvo	~\$100k

Desired Best Price Distribution

Auction Results by Day

Day	Total Sales	Average Lot Price
Thursday	277	\$16,611
Wednesday	407	\$18,224
Thursday	523	\$27,742
Friday	410	\$30,716
Saturday	367	\$47,673
Sunday	37	\$7,774
Sunday	93	\$27,946
Sunday	82	\$21,193

Soil Through Rate by Model Year

Model Year	Soil Through Rate (%)
pre-war	~85
1945	~85
1954	~85
1955	~85
1956	~85
1957	~85
1958	~85
1959	~85
1960	~85
1961	~85
1962	~85
1963	~85
1964	~85
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2002	~85
2003	~85
2004	~85
2005	~85
2006	~85
2007	~85
2008	~85
2009	~85
2010	~85
2011	~85
2012	~85

Average Sale by Model Year

Model Year	Average Sale
pre-war	~\$100k
1945	~\$100k
1954	~\$100k
1955	~\$100k
1956	~\$100k
1957	~\$100k
1958	~\$100k
1959	~\$100k
1960	~\$100k
1961	~\$100k
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2007	~\$100k
2008	~\$100k
2009	~\$100k
2010	~\$100k
2011	~\$100k
2012	~\$100k

Market Profile

1955-57 Ford Thunderbird

Changing Times for a Postwar Classic

It can be argued that the 1955-1957 Thunderbirds were the last true modern collector car. By this we mean a vehicle that was designed with the then modern look of the Jet Age and which appeared broad, mass-collecting appeal. Chevy's Corvair and Buick's Wildcat were also in the mix, but the Thunderbird was the only one that was a true classic. It was a car that was designed to last, and it has. The Thunderbird was, in fact, a disaster for the collector car to come.

The Thunderbird's reputation, and desirability grew through the years as incomes and tastes grew. Hollywood joined in by being first with new vinyl wraps and air conditioning. Later was original equipment.

Notes: Many especially restored birds are fitted with new vinyl wraps and air conditioning. Later was original equipment.

Comments: If you're not worried about investment, this is a great time to bargain hard and get a great deal on the beautiful, iconic American automobile.

many other iconic lines cars are staying similar market behavior. For all but the most spectacular of examples, there is a divided opinion as to value, as many other collectors seek to sell in a smaller population of younger enthusiasts. And even the best, most desirable examples do not enjoy the demand they once did.

Market Forecast: In some ways the Thunderbird's success early on is a harbinger of things to come. Its popularity kept most of those from the original so they have a high survival rate. This, coupled with the fact that many of them have been restored at some point in their life, leaves a very large supply. So many values (including low fee buyers) miss a soft demand at best or more likely, falling values.

So, there will always be some demand for the iconic Thunderbird, and going forward you'll find it in examples with the best equipment and the best restorations. Many of these come to auction, and they are still selling fairly well and at a fair – not too strong – price. Even for the rest of them, the bottom isn't suddenly collapsing. But as market demographics shift, we see a significant market is not unique to the Thunderbird, as

General

Type: Postwar classic drive convertible
 Base Price (1955): \$2,344

Engine: 258-4V 150 188hp (CI code 1955) 250-4V 202hp (CI code 1956) 260-4V 245hp (CI code 1957) Dealer installed intake 312-4V 215-222hp (CI code 1956) 312-4V 245hp (CI code 1957) 312-2V 275hp (CI code 1957) 312-4V 245hp 300hp (CI code 1957)

Transmission: 3-sp manual 3-sp manual w/d Powerglide Automatic

Production: 53,486
 1955: 16,155 • 1956: 15,631 • 1957: 21,700

Parts Availability: Fair (Fair) Good (Good) Excellent (Excellent)

Restoration in: Low (Low) High (High)

Return on Investment: Fair (Fair) Good (Good) Excellent (Excellent)

Investment Risk: Low (Low) Good (Good) Excellent (Excellent)

1955-57 Base Thunderbird Value - All Conditions, 1975-2015

Year	Value
1975	~\$10,000
1976	~\$10,000
1977	~\$10,000
1978	~\$10,000
1979	~\$10,000
1980	~\$10,000
1981	~\$10,000
1982	~\$10,000
1983	~\$10,000
1984	~\$10,000
1985	~\$10,000
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2006	~\$10,000
2007	~\$10,000
2008	~\$10,000
2009	~\$10,000
2010	~\$10,000
2011	~\$10,000
2012	~\$10,000
2013	~\$10,000
2014	~\$10,000
2015	~\$10,000

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- Own primary residence (95%)
- Own second home (49%)

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Our readers LOVE cars:

- Own an average of 4.8 collector vehicles, 2.7 late model vehicles
- Spend an average of \$6,410/yr on old car parts/supplies
- 80% own one or more domestic collector vehicle(s); 62% own an import (>100% due to multiple ownership)
- 69% own one or more late model domestic vehicle(s); 63% own one or more foreign make

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Our Readers are **VERY** active in the hobby

- Attended at least one collector car auction in the last 12 months - 64%
- Will attend at least one collector car auction in the next 12 months - 74%
- 65% bought or sold a collector vehicle in the past year; 60% plan on purchasing one within the year
- 78% attend car shows/swap meets
- 57% are members of a car club
- 78% do at least some of their own repairs or maintenance on their collector car

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Our Readers have Diverse Interests (top ten):

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- Travel 42%
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- Automobilia 22%
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- Motorcycles 19%
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Standard: 3" X 3"
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