



ICONIC[®]
AUCTIONEERS

EXPERTS IN EXCEPTIONAL
CARS • MOTORCYCLES • AUTOMOBILIA

As specialist auctioneers,
we genuinely care about
the items we sell and the
owners behind them.

As enthusiasts we inherently understand the passion sellers have for their rare cars, motorcycles and collectibles. As buyers, we also understand the motivations clients have for purchasing. Perhaps it's a childhood dream come true or maybe it's a prized investment, whatever it may be, we help make your journey as smooth and enjoyable as possible.



EXPERTS IN EXCEPTIONAL

Our team are a rare breed. Every one of us offer a respectful, responsive and expert service – something you can't replicate with an algorithm. This is why our team are the lifeblood of Iconic Auctioneers. Using our instinct and intuition, we seek out the rarest finds and connect them with buyers from around the world.





During an Iconic Auctioneers sale you'll quickly get a sense of the dedication and passion that goes into every single lot.

As a result, the friends we've made and the trusted life-long relationships we've developed have continued to grow. This investment in our connections has seen us become the favoured auctioneer for enthusiasts, collectors and investors nationally and internationally.

WHERE IT ALL BEGAN

We're exceptionally proud of our heritage and the success of Silverstone Auctions. We have grown to become a market leader with global recognition, which we feel is now reflected in our new name – Iconic Auctioneers.



85+ AUCTIONS



5,200+ VEHICLES SOLD



CUSTOMERS IN OVER 30 COUNTRIES



SALES IN EXCESS OF £270M

Figures as of May 2023



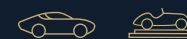
We are proud to hold Iconic Auctioneers car, motorcycle and collectible auctions at a number of Europe's biggest motorsport and classic motoring events.

These highly popular venues attract thousands of visitors to our sales every year.



All of our auctions are proudly unique, offering a diverse range of venues, geographical locations and event partners. Please see our website for the full auction calendar.

iconicauctioneers.com



The Silverstone Festival Sale

The Silverstone Festival is the world's largest historic motorsport weekend taking place every summer at the Silverstone Circuit in Northamptonshire and attracts over 100,000 visitors. The auction here is a mix of desirable collectibles alongside classic, competition and collectors' cars.



Race Retro Classic and Competition Sale

Race Retro is Europe's number one historic motorsport show bringing together over 24,000 fans, drivers and enthusiasts every Spring at Stoneleigh Park, Warwickshire. This auction has a dedicated competition car sale, an automobilia sale and a classic and collectors' car sale.



The NEC Classic Motor Show Sale

The biggest classic car show in the UK draws 70,000 visitors to the National Exhibition Centre in Birmingham every year. This is our largest sale of the year with two days of auctions for cars, motorcycles and automobilia. This is a sale for all marques and models.



The Dawn of Motoring Sale

Held in the summer at the prestigious Lygon Arms Hotel, Broadway, in the heart of the Cotswolds. This is an exclusive sale for pre-war vehicles and automobilia.



The Shuttleworth Motorcycle Sales

These auctions are held in the historic hangars of the Old Warden Aerodrome, a working aeronautical and automotive visitor attraction, located in Bedfordshire. Visitors to these auctions get complimentary access to explore the estates collections, grounds and Swiss Garden.



Supercar Fest Sale of Iconic & Classic Cars

Supercar Fest is a family friendly event, enabling visitors access to the cars and their drivers. A sell-out two-day event attracting 17,000 visitors. This sale is not just for supercars - entries of collectors' and classic cars are also welcomed.

WHY SELL WITH ICONIC AUCTIONEERS

Our specialists will work tirelessly to connect your vehicle with buyers from around the world, including private collectors, automotive specialists and high-net-worth individuals.

Upon enquiry you will be allocated a personal specialist who will guide you through the process of selling your vehicle at auction, be it a single item or a large collection.

Your vehicle will be promoted across all our marketing platforms including; print and digital catalogues, e-newsletter, website and social media channels; as well as across specialist print media, third-party websites and global press coverage.

Before every auction we hold in-person viewing days to showcase your vehicle to potential buyers.

We offer multiple bidding options to prospective buyers including live bidding at the venue; as well as free online, telephone, or commission bidding. Every auction is live-streamed on the Iconic Auctioneers website and on our YouTube channel.

Iconic Auctioneers consistently break UK and world auction records at our sales.

We are firm believers in the auction process but accept that it does not appeal to every seller, which is why we also offer a private sales service.

There is no seller's commission on cars and motorcycles offered at no reserve.



HOW IT WORKS

Our team make the whole process of selling with us
as easy and hassle free as possible

1

Our specialists will come to you
to view your vehicle and agree a
valuation and terms of sale

2

Our photographer will come to a
location of your choice to shoot the
vehicle with authentic storytelling

3

Our specialist copywriters will
then craft your vehicle's history,
provenance, condition and notable
features into a compelling description
for the catalogue and online listing

4

We market your vehicle prior to live
auction. When sold, you enjoy fast
and secure payment within
14 working days



HOW WE MARKET YOUR CAR OR MOTORCYCLE



Auction Catalogue

A valuable selling tool, we create a detail-rich 'coffee table' style catalogue for each sale. Every car, motorcycle and automobilia item is featured detailing essential information and imagery. Supplied to our customers in print or as an e-catalogue ahead of each auction, it is a crucial platform which showcases each auction, cover to cover.

Instagram: 50k
Facebook: 47k
Twitter: 17k
YouTube: 6k
TikTok: 2.5K
LinkedIn: 1.4k

Social Media

With thousands of followers across multiple platforms, our digital marketing works hard to deliver consistently high-quality content to drive engagement, referrals and shares. We also partner with a number of well-known social media influencers.



Print Media

We'll always value the traditional avenues of advertising and we work closely with a number of long-standing and high-profile publications such as Octane, Evo, Classic & Sports Car, Motorsport, Classic Cars, Classic Car Weekly, BRDC Bulletin, Classic Bike and Old Bike Mart.



Press & Public Relations

Our specialist motoring press team craft engaging and topical releases to highlight key consignments. These are then distributed to an international database of journalists and appear in a wide range of titles ranging from motoring press to daily tabloids.



Newsletters / Email Marketing

We send out weekly newsletters to our database of over 40,000 subscribers to inform them about upcoming auctions and vehicles for sale. Added to this, we advertise in the newsletters of many prestigious automotive brands to increase our audience.



Digital Marketing

Every vehicle is listed on our website with a crafted, written description. To further increase awareness, all vehicles are also listed on leading third-party automotive websites along with banner adverts to catch the eye.

EVO

MOTORSPORT

CLASSIC
CARS



PistonHeads

GLENMARCH





ICONIC AUCTIONEERS



Our team has decades of experience in the consignment of collectors' classics, competition cars, modern supercars and motorcycles

With years of market expertise and specialist knowledge of the world's vintage, classic and modern automotive brands, our team has a proven track record of industry-leading accurate valuations and connects sellers and buyers across our global customer base.

Entry fees and seller's commission

Professional photography, script writing, extensive marketing and the sale of your vehicle at a prominent live event are all covered by our entry fee and seller's commission. As you might expect, the amount will vary depending on the category (car, motorcycle or automobilia), so please reference the seller's guide on our website for full details.

iconicauctioneers.com



BUYING WITH ICONIC AUCTIONEERS

There's nothing like the buzz and excitement of an Iconic Auctioneers live sale. From registration to delivery, we aim to make the process of buying as easy and transparent as possible.



HERE'S WHAT YOU CAN EXPECT

Viewing Days

Our live auctions offer a viewing day to allow buyers to inspect the vehicle and any associated history file, prior to bidding. Our team of specialists are also there to answer any questions you may have.

Bidding

You can bid in person, online, via commission or on the telephone. However you choose to bid, you'll need to register and provide one form of photographic identification. Registration can be completed on our website or at the auction.

Buyer's Premium

Like the majority of auction houses we charge what is known as a buyer's premium which is a percentage of the hammer price. Please see our website for the current rates. The buyer's premium is also subject to VAT at the prevailing rate on the date of the auction.

Payment

No deposit is required but full payment is due by 5pm the next working day following the auction and must be made in GBP.

Collection

Motor cars and motorcycles can be collected from the auction location after the sale or we can arrange for them to be collected by one of our transport partners and delivered to you.





WE HAVE A GLOBAL
CUSTOMER BASE WITH
BUYERS AND SELLERS FROM
AROUND THE WORLD



REAL-WORLD REVIEWS

We pride ourselves on exceptional customer service - backed up by our "Excellent" score on Trustpilot.

Sue



The whole experience was great from start to finish.

We hadn't intended to buy a vehicle that day, so weren't particularly prepared. Once we spotted the dream car, we went to find out about the process. The staff at the desk were very helpful, going to check out the information held on the car was exciting, again very helpful staff. This made all the difference.

BUYING

Mrs B



Auction Experience

Having never done an auction before I found everybody extremely helpful and professional from the photographer, office staff, the write up produced for the car and of course the advice from Lionel.

SELLING

Mr Johnson



In a competitive market can they be considered the best?

Extremely professional from start to finish, from first approach to submission of vehicle documents, to first class photography, to drafting of the catalogue entry, to advertising the car and generating interest, to presentation of the car at auction through to the auction itself, to successful sale and swift remittance of funds. Having sold with other auction houses, hand on heart I can say I cannot fault Iconic Auctioneers.

SELLING

Visit the Trustpilot website to see more reviews: uk.trustpilot.com




























ICONIC AUCTIONEERS TEAM

Our team of specialists are on hand to answer any queries you may have about the auction process or to discuss each lot in detail. Should you be considering selling your car, motorcycle or item of automobilia, do ask for a free valuation with a view to sell.

 <p>Nick Whale Chairman nick@iconicauctioneers.com +44 (0) 7831 440 158</p>	 <p>Rob Hubbard Managing Director & Principal Auctioneer rob@iconicauctioneers.com +44 (0) 7775 511 825</p>
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SPECIALISTS

 cars  motorcycles  automobilia

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WIDER TEAM

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FINANCE

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