



## NEWS RELEASE

### Media Inquiries

Jo Snyder: 1.512 507 7867 - [pr@worldwideauctioneers.com](mailto:pr@worldwideauctioneers.com)

**One of the most iconic names in American automotive history could be yours!  
Offered without reserve at Worldwide's Auburn Auction, the trademark, licensing and manufacturing rights to the Cord Automobile**

**Auburn, Indiana. August 26th, 2019.** One of the most iconic names in American automotive history will be offered for sale at Worldwide Auctioneers 12<sup>th</sup> annual *Auburn Auction* in Indiana on August 31<sup>st</sup>, when the trademark, licensing and manufacturing rights to the illustrious Cord Automobile go under the hammer at no reserve. This year's Auburn Auction is an expanded two-day event, scheduled for August 30<sup>th</sup> and 31<sup>st</sup> at the company's imposing new Auburn, Indiana headquarters, opposite and within walking distance of the Auburn Auction Park.

One of the great American automotive brands of the art deco era the Cord name epitomized elegance, style, and innovation, with automobiles that were both beautiful and revolutionary. After falling victim to the Great Depression, it dropped largely from the mainstream until the 1960s, when Glenn Pray, an auto mechanics high school teacher from Oklahoma bought the Auburn-Cord-Duesenberg Company and created an acclaimed reduced-scale model, the Cord 810. The passing of The Low Volume Motor Vehicle Manufacturers Act in 2015 offers any modern owner a significant opportunity to create a bright new future with the Cord brand, relaxing the rules that have long restricted low volume manufacturers from recreating vintage classics by allowing the production of a small number of vehicles exempted from the certification and testing procedures that other car manufacturers must undertake before selling new cars. In addition to the right to manufacture Cord automobiles, the purchaser will acquire the rights to license Cord parts, clothing and model toys, as well as becoming the new custodian of the trademark itself.

"It's only fitting that the trademark, licensing and manufacturing rights to the historic Cord Automobile should be offered for sale right here in Auburn where it all began," said John Kruse, Principal & Auctioneer. "This is a rare and substantial opportunity to reinvent an iconic marque and all that is associated with it and our hope is that a brave new future for Cord will begin again here. We're honored to have been entrusted with the sale and are looking forward to welcoming everyone to our fantastic new Auburn headquarters to enjoy *The Auburn Auction* in its great new home."

Aficionados will get the opportunity to bid on some other extraordinary and very special one-of-a-kind consignments at this year's Auburn Auction. Offered without reserve is a spectacular 1948 Tucker Model

48 Sedan, to be sold with all proceeds benefiting the Mayo Clinic for cancer research. Other notable consignments in the sale include an extremely rare and impeccably documented **1970 Ford Mustang Boss 429**, 1 of just 499 built and a storied **1955 Quin Epperly "Fuel Injection Special" Indianapolis 500 Streamliner"**, with aerodynamic design conceived for two-time Indy 500 Winner Bill Vukovich, built by legendary Indy car builder Quin Epperly for the 1955 Indy 500 and eligible for a plethora of events.

Along with **The Auburn Auction**, Worldwide's annual calendar includes **The Pacific Grove Auction** on the Monterey Peninsula, **The Scottsdale Auction** in Arizona in January, **The Texas Classic Auction** in April and stand-alone auctions of significant private collections like **The Corpus Christi Old Car Museum Auction**, slated for October 4<sup>th</sup> and 5<sup>th</sup> 2019, in Texas. The company has also just confirmed the addition of its inaugural **Riyadh Auction** and private sales **Salon** to this year's schedule, to be held in Saudi Arabia from November 21<sup>st</sup> - 26<sup>th</sup> in collaboration with the General Entertainment Authority of the Kingdom of Saudi Arabia and Bonnier Events. In addition to the acquisition and sale of classic automobiles, Worldwide Auctioneers offers an extensive range of personalized services to the serious collector, including appraisal, collection direction and consultancy, estate planning and asset management. The company's recent move also facilitated a massive expansion of its private sales division, with the introduction of a dedicated physical and virtual showroom, **The Salon**, as well as the introduction of a new **Memorabilia Division**.

Visit [worldwideauctioneers.com](http://worldwideauctioneers.com) and Worldwide Auctioneers' social media properties @worldwideauctioneers for consignment and event information and to register to bid, or call 1.260.925.6789 or 800.990.6789.