

New World Record – 1963 Ferrari 250 GT0 Sells In Auction for \$70 Million

It seems that record setting prices for vintage and classic luxury cars continue to be set. Just last month, a vintage **1963 Ferrari 250 GT0** sells for \$70 million to become the **world's most expensive car**. These classic 1963 Ferrari 250 GT0 cars are very rare. Only 36 of them were built between the years of 1962 and 1964.

The 1963 Ferrari 250 GT0 has been called the “*Holy Grail*”. Ferrari lovers simply love the car’s amazing styling, plus racing performance. In fact, the Ferrari 250 GT0 actually finished in fourth place at the world famous [Le-Mans](#) auto race in 1963.

In addition, the Ferrari 250 GT0 also won the ten-day Tour de France road rally back in 1964. The Ecurie Francorchamps team was led by Georges Berger and Lucien Bianchi. The car can reach a top speed of 174 mph and features a three-litre V12 engine. Oh boy can it go fast – from 0 to 60 mph in only 6.1 seconds.

The record \$70 million sale price was paid by David MacNeil. He’s the founder and CEO of WeatherTech. The company sells automobile accessories, including its popular line of high-end floor mats.

Marcel Massini is the highly respected Ferrari historian and states this particular 1963 Ferrari 250 GT0 car is “*one of the top three or four GT0s in the world.*”. The car was restored in the 1990’s by James Cottingham, of Hertfordshire-based DK Engineering. Cottingham states, “*This is one of the best 250 GT0s in existence in terms of history and originality.*”

Marcel Massini believes in 5 years, this \$70 million 250 GT0 will bring a price tag of \$100 million (£75 million). Now that's an impressive return on investment! But why wait if you are ready to break the record yourself.

Last week, we did an exclusive review titled – [World's Most Expensive Car – \\$100 Million Armstrong-Bugatti-Cosmic X Planned for an Exhibit at the Galaxy Macau in China](#) Currently being planned, the *Armstrong-Bugatti-Cosmic X* will become the ultimate luxury hyper-car.

World renowned artist, **Jack Armstrong** will paint the world's most expensive car in history. The price will be a whopping \$100 million. Therefore, shattering the \$70 million just paid by David MacNeil for the 1963 Ferrari 250 GT0. Armstrong's "masterpiece" is also known as the "*Cosmic Dream Star*." The Armstrong-Bugatti supercar will be exhibited in China in 2020.

When asked about the \$100 million price, he replied, "*Marketing is a poor mans game of monopoly, while positioning is the 'marketing of kings'.*" He continues, "*Even if I were selling soap, I would position it to be, the most exclusive soap in the world.*" Lastly, he states, "*Rolls Royce is Rolls Royce – Ferrari is Ferrari and no one questions their pricing or position. So become a Ferrari or Rolls, in your positioning and pricing.*"

When asked about the recent \$70 million Ferrari purchase, he says "Comparing it to the upcoming 100M dollar sale of the Armstrong-Bugatti, it now establishes the 100M dollar high-end market for Hypercars, in a real-time, realistic perspective."

We also covered Jack Armstrong's "[Art Triptych](#)" collection. Available for \$45 million, this amazing collection is comprised of his custom painted Harley Davidson motorcycle – "*Cosmic Harley*". In addition are two of his seminal paintings.

For those wanting to make a stunning fashion statement, consider buying his painted "[Cosmic Cowboy Boots](#)." The price

tag is \$6 million.

If interested in any of the works of art from Jack Armstrong, please [Contact Us](#).

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