

AUTOMOBILIA LADENBURG

Marcel Seidel Auktionen

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RECORD PRICE: EUR 72,614 FOR A SCUDERIA FERRARI DINNER MENU FROM 1932

Automobilia Ladenburg – Marcel Seidel Auctions, 20 – 21 May 2022

Even just the impressive starting price of EUR 7,000 was at a pretty exclusive level for the four-page 1932 menu.

Over several excitement-filled minutes, the price climbed ever higher, seemingly without limits, and a number of interested parties from both Germany and abroad were engaged in a heated bidding contest via telephone, until auctioneer Marcel Seidel's hammer finally came down and the menu was sold to its new owner for the price of EUR 61,000 (EUR 72,614 incl. auction fee).

"That is, with certainty, now the world's most expensive menu," says auctioneer and expert in rare automobilia Marcel Seidel from the well-known auction house Seidel in Ladenburg.

"This price is a sensation, even for dyed-in-the-wool Ferrari fans."

Marcel Seidel's auction house has been specialising in automobilia and vehicles since as far back as 2001.

On the outside, the dinner menu from the year 1932 (Lot number 1541) looks more like an advert for an Italian red wine. Yet when you open the four-page menu, you will find inside an invitation written in Italian to the final dinner of the 1932 motor racing year "La S.A. Scuderia Ferrari ai suoi Piloti e Collaboratori".

As in the previous year, the guests were invited to Ristorante Boninsegna in Modena.

"Currently, we only know of the existence of this one menu from the year 1932; there are just a few specimens from the years 1929, 1930 and 1931, and all of them are in the hands of collectors..." explains Marcel Seidel.

All the results of the auction, which comprised more than 2,800 lots, can be found on the auction house's own website: <http://www.automobilia-ladenburg.de>

Consignments for these auctions are always accepted!

We are always happy to help.
