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FOR IMMEDIATE RELEASE

Mecum Auctions Returns to Osceola Heritage Park for Summer Special, July 10-13

Mecum's Summer 2024 Florida Auction to Feature 1,500 Classic and Collector Vehicles

Kissimmee, FL – July 10, 2024 – Inspired by the continuous success of The World's Largest Collector Car Auction®, held by Mecum Auctions each January at Osceola Heritage Park in Kissimmee, Florida, the company will once again return to the familiar venue for a Summer Special auction this July 10-13 with an estimated 1,500 American muscle cars, classics, Corvettes, trucks, exotics, Hot Rods, customs and more to be offered and a live broadcast of the high-energy event to be shown on MotorTrendTV and Max.

This year's January Kissimmee auction achieved a world-record \$234 million in sales with another world record of more than 4,000 lots crossing the auction block throughout the duration of the event. The annual auction also became the first-ever collector car auction to eclipse the \$200 million mark in sales in consecutive years, demonstrating an undeniable pattern of success for the Florida auction location and spurring on the continued staging of the summer auction edition, now in its fourth year and still growing in popularity.

The sprawling grounds of Osceola Heritage Park will once again be transformed into a lively and unbeatably diverse car show-style display when the 1,500 auction-bound vehicles converge there in the coming week for the July 10-13 event, and with a selection of vendors and food options on-site, there is plenty to keep attendees and their families entertained throughout the entire three-day auction.

Among the massive variety of featured lots consigned for this year's Summer Special auction are eight private collections encompassing nearly 140 cars, trucks, motorcycles and more, many of which will be offered at no reserve. Highlights headed to the Florida auction block include a contrasting pair of Mustang Fastbacks, with the first presenting as an AACA First Prize-winning 1966 factory C-code model (Lot S169) boasting a rotisserie restoration and original drivetrain, and the other featuring a custom Super Snake overhaul by Unique Performance. The 1967 Ford Mustang GT500E Fastback (Lot S165) Super Snake shows just 332 miles since completion and is believed to be one of just 43 modified to GT500E specifications by Unique Performance. A 1956 Continental MkII (Lot S188), 2023 Porsche 911 GT3 Coupe (Lot S195), 2024 Chevrolet Corvette Z06 3LZ Convertible (Lot F144) and a 1969 Plymouth Hemi Road Runner (Lot S178) are among other auction offerings to lead the incredibly diverse and desirable Florida-bound consignment list.

For more information on the Florida Summer Special 2024 and all other scheduled Mecum Auctions, visit Mecum.com or call (262) 275-5050. Mecum's website is updated daily with the latest consignments and includes detailed descriptions and photographs of the vehicles offered.

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About Osceola Heritage Park



Osceola Heritage Park is "Where Central Florida Comes To Play." The 200-acre entertainment complex in Kissimmee, Florida, features the 10,000-capacity Silver Spurs Arena; 48,000-square-foot Events Center; the 7,000-square-foot state-of-the-art Heritage Club; the 5,400-seat Osceola County Stadium; and festival grounds capable of accommodating up to 50,000 guests. The venue, managed by ASM Global, is dedicated to bringing world-class entertainment to Osceola County while providing a home for community and philanthropic events. For more information, please visit OHPark.com.

About ASM Global



ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. For more information, please visit ASMGlobal.com.