

Top 10 Reasons to Attend Barrett-Jackson

Written by Editorial

Tuesday, 30 December 2014 14:27 - Last Updated Tuesday, 30 December 2014 14:33



Whether you're a seasoned fan or a first-time attendee, a truly unique experience always awaits at a Barrett-Jackson auction. However, if you think a Barrett-Jackson auction is only about cars, you are in for a big surprise. There's a little something for everyone who wanders the 30-some acres of Barrett-Jackson bliss taking place at WestWorld of Scottsdale from January 10-18, 2015.



1 – NEW EXTENDED SCHEDULE

To accommodate the unrivalled Ron Pratte Collection of incredible collector cars and automobilia, there are nine full days of fun and excitement this year. All the action starts on Saturday, January 10, and continues daily through Sunday, January 18—plenty of time to fully experience all that Barrett-Jackson has to offer.

2 – FAMILY VALUE DAY

On Saturday, January 10, this kid- and family-friendly features reduced ticket prices and a host of activities, including a fun-filled football toss inflatable, Family Value Day features giveaways, a coloring contest and an appearance by Digeez, the Cox logo mascot—and a chance to see some pretty cool cars. Even better, proceeds from the event will benefit Cox Charities.

3 – BARRETT-JACKSON COUNTRY CONCERT SERIES

In conjunction with Toby Keith's I Love This Bar & Grill, Barrett-Jackson kicks off auction week in a big way with a concert by country music star Rodney Atkins on Saturday, January 10, at 7:30 p.m. (doors open at 5 p.m.). Then, on Tuesday, January 13, husband and wife duo Thompson Square hit the stage at 9 p.m. (doors open at 7 p.m.). Put on your best Western wear and come on down!

4 – SHOP TILL YOU DROP

There will be more than 150 high-end retailers at this year's event, offering an amazing array of products and experiences. Try out a racing simulator or shop for massage chairs, billiard tables, jewelry, motorcycles, watches, off-road vehicles, slot machines, luxury coaches, fine art and more. If you get hungry, take a break at one of approximately 17 different restaurants will be serving up everything from New York carved sirloin, falafel-stuffed pita sandwiches and braised pork cheek to assorted pizzas, salads and barbecue. Quench your thirst at a number of watering holes, most notably the ever-popular Miller Lite Garage and Patio, which will be larger than ever this year.

5 – DRIVING THRILLS FROM FORD, GM AND DODGE

The Big 3 will be at Barrett-Jackson in full force. In a specially designated Ride 'N Drive area, you can enjoy a test drive in their latest vehicles or even experience thrilling rides with professional drivers.

Top 10 Reasons to Attend Barrett-Jackson

Written by Editorial

Tuesday, 30 December 2014 14:27 - Last Updated Tuesday, 30 December 2014 14:33



6 – THE BARRETT-JACKSON BULL-RIDING CHALLENGE

Returning for the second year in a row, this competition at the WestWorld Equidome will feature some adrenaline-packed action on Friday, January 17, and Saturday, January 18. Some of the best bucking bills and top Arizona bull riders will compete at 7:30 and 9 p.m. each evening.

7 – VIP TREATMENT

If you want to experience all that Barrett-Jackson has to offer, red-carpet style, you should consider a VIP Experience package. Barrett-Jackson has teamed up with QuintEvents, America's leading major-event travel, hospitality and ticket package provider, to provide three-day to nine-day packages that will get you in on the bidding action, VIP seating and behind-the-scenes tours, exclusive apparel and more. Each package—Gold VIP, VIP Luxury Reserve, and Owner's Box—also offers varying levels of hospitality access, all of which include food and beverage.

8 – LIVE TELEVISION AND CELEBRITY SPOTTING

New for 2015 is 36 hours of live television coverage of the Scottsdale auction on Discovery and Velocity. For the first time ever, the auction will be broadcast internationally to more than 100 countries, including a Spanish-language broadcast on Discovery en Español. People-watching is off-the-charts here, particularly when it comes to celebrities. In past years, the likes of Jay Leno, Tim Allen, Bubba Watson, Gene Simmons, Bret Michaels, Billy Baldwin, Jeff Gordon, Frankie Muñiz, Arie Luyendyk Jr. and Jordin Sparks have been spotted at the event. You never know who you're going to see!

9 – DISCOVER THE ART OF AUTOMOBILIA

Automobilia is an amalgamation of "automobile memorabilia." If you're into retro-looking additions to your home or garage, look no further. Brightly flashing neon signs, beautifully restored pedal cars, rare vintage gas pumps, metal signs, and more—not all automotive-related, either. This year will see the auction of the Ron Pratte Automobilia Collection, 1,500 amazing pieces of history. The automobilia will be up for auction every morning of the event in the auction arena.

10 – THE INCREDIBLE CARS

Even if you don't know a Bugatti from a Buick, you are guaranteed to be impressed by the incredible vehicles crossing the block at the 44th Annual Barrett-Jackson Scottsdale Auction. The star of the show will be the unrivalled Ron Pratte Collection of more than 140 pristine cars, trucks and motorcycles includes everything from Howard Hughes' customized 1953 Buick Roadmaster and the Beverly Hillbillies jalopy to the brilliant blue 1966 Shelby Cobra 427 Super Snake and the remarkable 1950 General Motors Futurliner, which will be auctioned to benefit the Armed Forces Foundation—just one of several vehicles to cross the block for charity during the event.