



Sotheby's

DARE TO DREAM: RM SOTHEBY'S UNLEASHES SPECTACULAR RESULTS SELLING OVER \$69.2M USD (\$95M CAD) IN SNEAKERS, CARS, MOTORCYCLES, AND MEMORABILIA

With three auctions to cover the entire collection, the Toronto, Canada-based Dare to Dream Collection sells for more than \$69.2M (\$95M CAD), making it the largest on-site private collection ever sold in company history



- **Showing the strength of the market, the no reserve auctions resulted in 100% of all lots sold, with a total of more than \$69.2 million USD (\$95 million CAD) across all three sales. Over 1,000 registered bidders from 41 countries across the globe joined the bidding action**
- **Of the \$69.2M USD (\$95M CAD) sale, \$65.5 million USD (\$89.9 million CAD) was sold in cars and motorcycles and \$3.7 million USD (\$5.1 million CAD) was sold in sneakers and memorabilia**
- **The 1972 Lamborghini Miura P400 SV broke an auction record by more than \$600,000 USD (more than \$800,000 CAD) selling for a final price of \$4,900,000 USD (\$6,719,688.50 CAD)**
- **The 1972 Nike Waffle Racing “Moon Shoe” sold for \$306,000 USD (\$419,637.69 CAD) and the Michael Jordan Autographed Player Exclusive Rookie Era Nike Air Jordan 1 Game Sneakers sold for \$162,000 USD (\$222,161.13 CAD), led the shoe sales**
- **For results, [click here](#)**

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BLLENHEIM, Ontario, Canada (Wednesday, 5 June 2024) - Making headlines across the globe, the iconic 'Dare to Dream Collection' was announced to the market as a breathtaking fusion of automotive royalty, rare sneakers, motorcycles, and memorabilia, meticulously curated by a team of industry specialists and overseen by the visionary Miles Nadal. With an unparalleled level of passion fueling its creation, every lot, from multimillion-dollar cars like the Lamborghini Miura to the rarest sneaker ever made, was offered without reserve, selling for a total of over \$69 million USD (\$94M CAD) with 1,000 registered bidders from 41 countries competing for the highly coveted lots.

The live auction showcased the top 67 pairs of sneakers, a stunning selection of cars, and an array of memorabilia. Simultaneously, two online auctions kicked off to sell the remainder of the collection: one for additional cars and memorabilia and the other for the remaining 239 lots of sneakers.

Set against the backdrop of a museum-like setting in Toronto, Canada, the sale captivated enthusiasts worldwide through a series of live and online sales. A total of 107 cars, 31 motorcycles, 857 pairs of sneakers, and hundreds of pieces of memorabilia found new owners. Following 20 years of exacting curation, the majority of the Dare to Dream collection stands disbanded, but every item will forever maintain its status as a component of the illustrious 'Dare to Dream' legacy—one of the most magnificent collections ever assembled.

“Over the course of the Dare to Dream auction, RM Sotheby’s generated outstanding interest and we achieved wonderful results including some world record prices for the sale of classic cars, sneakers, automotive memorabilia, and artifacts. I always believed that RM Sotheby’s was the best auction house for our extraordinary and unique collection, but history has proven they were the only firm who could have executed with such professionalism, precision, and outstanding results. The entire Dare to Dream team, including myself, are deeply appreciative of all the success that we achieved together.” – **Miles S. Nadal**

“The Dare to Dream Collection and everyone involved, including Miles and his team, have been part of the RM Sotheby’s family for over 15 years. We’ve had the pleasure of working closely with them, curating many of the cars and now overseeing the auctioning of the collection. From the shoes, the cars, and the memorabilia, this collection truly showcased top-notch quality and was one of the largest collections ever sold by RM. The whole team was passionate about sharing a globally recognized, 'Made in Canada' collection, auctioned in Toronto, Canada. The auction was a huge success, and we’re thrilled for Miles and the fantastic charitable causes benefiting from it. A big thank you from the whole RM family to everyone involved.” – **Gord Duff, RM Sotheby's Global Head of Auctions**

Vehicle Highlights

The energy surged in the packed room as the cars began to sell during the live auction, with many vehicles commanding incredible prices. Car after car surpassed expectations, with many selling for well above their estimated values and some even breaking records, showcasing a market hungry for the best examples available.

The **1972 Lamborghini Miura P400 SV by Bertone** sold as the top lot of the sale for \$1,400,000 USD (\$1,919,911.00 CAD) more than its high estimate. One of only 150 Miura SV examples produced and the highest-performance production variant of the first “supercar,” it went to its new owner boasting an exceptional concours restoration by Italian marque specialists Cremonini Carrozzeria for a record-breaking \$4,900,000 USD (\$6,719,688.50 CAD).

The collection was home to the Ferrari “Big Five” and each of them went to new homes during the live sale. The **2003 Ferrari Enzo**, the very first Enzo shown on North American soil and debuted by Ferrari at the 2003 Cavallino Classic sold for \$4,295,000 USD (\$5,840,643.54 CAD). The **1996 Ferrari F50**, offered from nearly 10 years of consistent care within the collection, sold for \$4,240,000 USD (\$5,814,587.60 CAD). The **1985 Ferrari 288 GTO**, the cornerstone of the “Big Five” and replete with celebrity ownership provenance, sold for \$3,882,500 USD (\$5,242,042.71 CAD). The **2015 Ferrari LaFerrari** boasted just two owners from new and went to its third owner for \$3,690,000 USD (\$5,060,336.85 CAD). The **1990 Ferrari F40**, surely one of the finest and lowest-mileage F40s to emerge on the market of late, sold for \$3,470,000 USD (\$4,758,636.55 CAD).

The **2005 Maserati MC12** drew a great amount of interest. One of only 50 roadgoing examples produced and finished in the quintessential MC12 livery of Bianco Fuji over Blu with blue interior trim, sold for \$3,800,000 USD (\$5,211,187.00 CAD).

The **1973 Ferrari 365 GTB/4 Daytona Berlinetta** and **1990 RUF BTR III 'Flat-Nose' Cabriolet** both exceeded their pre-auction estimates, selling for \$1,061,000 USD (\$1,455,018.26 CAD) and \$753,000 USD (\$1,032,637.84 CAD) respectively. The live auction total was \$65,907,360 USD (\$90,383,046.74 CAD).

Top 10 Cars Sold

1. 1972 Lamborghini Miura P400 SV *by Bertone* sold for \$4,900,000 USD (\$6,719,688.50 CAD)
2. 2003 Ferrari Enzo sold for \$4,295,000 USD (\$5,890,012.67 CAD)
3. 1996 Ferrari F50 sold for \$4,240,000 USD (\$5,814,587.60 CAD)
4. 1985 Ferrari 288 GTO sold for \$3,882,500 USD (\$5,324,324.61 CAD)
5. 2005 Maserati MC12 sold for \$3,800,000 USD (\$5,211,187.00 CAD)
6. 2015 Ferrari LaFerrari sold for \$3,690,000 USD (\$5,060,336.85 CAD)
7. 1990 Ferrari F40 sold for \$3,470,000 USD (\$4,758,636.55 CAD)
8. 1967 Ferrari 275 GTB/4 *by Scaglietti* sold for \$3,305,000 USD (\$4,532,361.33 CAD)
9. 2015 McLaren P1 sold for \$2,095,000 USD (\$2,873,009.67 CAD)
10. 1959 Mercedes-Benz 300 SL Roadster sold for \$2,095,000 USD (\$2,873,009.67 CAD)

Top 5 Motorcycles Sold

1. 2014 Lotus C-01 "John Player Special" sold for \$228,000 USD (\$312,671.22 CAD)

2. 1914 Flying Merkel Model 471 sold for \$210,000 USD (\$287,986.65 CAD)
3. 1938 Indian Four sold for \$102,000 USD (\$139,879.23 CAD)
4. 1949 Vincent HRD Black Shadow Series C sold for \$90,000 USD (\$123,422.85 CAD)
5. 1976 MV Agusta 750S America sold for \$78,000 USD (\$106,966.47 CAD)

Sneaker Highlights

Captivating sneaker enthusiasts worldwide, the Dare to Dream sneaker collection sparked excitement with its vast array of rare and highly collectible sneakers hitting the market.

The top 67 pairs of sneakers crossed the block Friday night during the live auction with the **1972 Nike Waffle Racing "Moon Shoe"** selling as the top pair. One of the most significant artifacts in the history of the multi-billion-dollar athletic brand and one of only a handful of pairs known to exist, the "Moon Shoe" is a handmade running shoe designed by Nike co-founder and legendary Oregon University track coach, Bill Bowerman, and realized \$306,000 USD (\$419,637.69 CAD).

Not far behind the Moon Shoe was the **Michael Jordan Autographed Player Exclusive Rookie Era Nike Air Jordan 1 Game Sneakers**. One of the most iconic designs in the history of both streetwear and basketball and a key part of the origin of the Air Jordan brand for Nike, these specific shoes in the iconic "Chicago" colorway, perhaps the most recognizable for Michael, as well as the Nike brand, sold for \$162,000 USD (\$222,161.13 CAD).

Top 10 Sneakers Sold

1. 1972 Nike Waffle Racing "Moon Shoe" | Size 12.5 sold for \$306,000 USD (\$419,637.69 CAD)
2. Michael Jordan Autographed Player Exclusive Rookie Era Nike Air Jordan 1 Game Sneakers sold for \$162,000 USD (\$222,161.13 CAD)
3. Nike x Louis Vuitton Air Force 1 & Pilot Case | Size 10 sold for \$85,200 USD (\$116,840.30 CAD)
4. Nike MAG Back to the Future 2016 | Size 11 sold for \$66,000 USD (\$90,510.09 CAD)
5. Nike Air Jordan 1 What The Doernbecher | Size 10 sold for \$67,200 USD (\$92,155.73 CAD)
6. Nike SB Dunk Low Paris | Size 11 sold for \$66,000 USD (\$90,510.09 CAD)
7. Nike Air Jordan 1 High What The Doernbecher | Size 11 sold for \$38,400 USD (\$52,660.42 CAD)
8. Derek Jeter Nike Air Jordan 11 Retro Premium | Size 9.5 sold for \$31,200 USD (\$42,786.59 CAD)
9. Nike Air Jordan 4 Retro Eminem Encore | Size 10 sold for \$30,000 USD (\$41,140.95 CAD)
10. Nike Air Jordan 1 Cannes Film Festival | Size 9.5 sold for \$27,600 USD (\$37,849.67 CAD)

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About RM Sotheby's

RM Sotheby's is the world's largest collector car auction house by total sales. With over 40 years of proven results in the collector car industry, RM's vertically integrated range of services, from auctions (live and online) and private sales to estate planning and financial services, coupled with an expert team of Car Specialists and an international footprint, provide an unsurpassed level of service to the global collector car market. RM Sotheby's is currently responsible for eight of the top ten most valuable motor cars ever sold at auction.

Media Information

High-res images of all cars offered in the auction are available from rmsothebys.com when logged in as a registered media contact. For further information and interview opportunities, please contact a member of RM Sotheby's PR department.

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Photography Information

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