



For Immediate Release

JULIEN'S AUCTIONS ANNOUNCES PROPERTY FROM THE COLLECTION OF "THE KING" RICHARD PETTY

*Race-Winning Cars, Trophies,
Racing Suits, Memorabilia and More
Highlight Ultimate Motorsports Auction Event*

SATURDAY, MAY 12, 2018



*Special Appearance by The King and His "No. 43" 1992 Pontiac Grand
Prix at Planet Hollywood Resort & Casino in Las Vegas March 2nd*

Los Angeles, California – (February 26, 2018) –Julien's Auctions is proud to announce **PROPERTY FROM THE COLLECTION OF RICHARD PETTY** to take place May 12th live at Planet Hollywood Resort & Casino in Las Vegas and online. The NASCAR Hall of Famer and the most decorated driver in NASCAR history, "The King's" spectacular collection of race-winning cars, trophies, racing suits, memorabilia and more will stand atop the auction podium in this grand prix auction event of the season for motorsports fans and collectors. (photos top center: 1992 Pontiac Grand Prix and right: Cheerios racing suit)



In celebration of this auction event, The King will make a special appearance with one of his historic cars—his 1992 Pontiac Grand Prix with his hallmark No. 43 that Petty drove during his 1992 Fan Appreciation Tour before he retired from racing at the end of the year—and other highlighted items, at Planet Hollywood Resort & Casino in Las Vegas on March 2nd at 2:30pm PST.

The beloved and honored Richard Petty, whose acclaimed 35 year racing career saw a record number 200 career race wins, over 700 top 10s in 1,184 starts, seven Daytona 500 wins and seven NASCAR Championships, continues to be celebrated by millions of fans and peers around the

world who crowned him as “The King” of NASCAR and the sport’s most revered figure. (photo top left: Petty’s STP signed leather jacket and bottom left: Dayglo red and Petty Blue 1974 Dodge Charger)



Born July 2, 1937 in Level Cross, North Carolina, Richard Lee Petty is a second-generation driver whose late father, Lee Petty, a three-time NASCAR Champion, was the patriarch of the Petty family-racing dynasty. At the age of 21, Richard Petty embarked on his NASCAR career and was named NASCAR Rookie of the Year in 1959. In 1960, he produced his first career win at the Charlotte Fairgrounds Speedway

and throughout the decade broke out as NASCAR’s greatest star, capturing the Daytona 500 twice as the first driver to accomplish this feat. In 1967, Petty collected 27 victories, including 10 in a row, both still NASCAR records. On the Fourth of July in 1984, Petty triumphed in one of the most memorable races in history at the Firecracker 400 at Daytona International Speedway, beating Cale Yarborough in a breathtaking final lap. Petty’s historic 200th race win, which he rode to victory in his trademark No. 43 STP Pontiac, was attended by President Ronald Reagan, the first President to attend a NASCAR race. Petty retired after the 1992 season finishing an illustrious racing career that resulted in records and honors unmatched by any other driver in history including being named NASCAR’s Most Popular Driver eight times; inductions in the Motorsports Hall of Fame of America, the International Motorsports Hall of Fame, the inaugural NASCAR Hall of Fame, the North Carolina Auto Racing Hall of Fame and the North Carolina Athletic Hall of Fame; and receiving the Presidential Medal of Freedom, the first ever to be given to a motorsports athlete, bestowed by President George Bush in 1992. Petty’s legacy continues to make an impact on and off the track with his work

overseeing his race team Richard Petty Motorsports, Petty's Garage high performance speed shop and the Petty Museum, as well as his donation of land to build Victory Junction, a summer camp for children with various medical conditions. He also is the co-founder of the Petty Family Foundation.



“As Babe Ruth and Muhammad Ali were giants in their arenas, Richard Petty is one of the most significant sports figures of our time who elevated the world of motorsports to greatness,” said Darren Julien, President/Chief Executive Officer of Julien’s Auctions. “He is a national treasure and Julien’s Auctions is honored to offer this winners circle of iconic items that represents The King’s legendary career, life and love of racing.”

Highlights of the auction include: the one and only dayglo red and Petty Blue 1974 Dodge Charger (estimate: \$400,000 - \$600,000) that Petty rode to victory in 31 races including his fifth Daytona 500 win; a 1978 Chevrolet Monte Carlo driven in 1979 when Petty won his seventh Championship title (estimate: \$200,000 - \$300,000) a 1992 Pontiac Grand Prix (estimate: \$200,000 - \$300,000) that Petty drove during his Fan Appreciation Farewell Tour; his 1981 Daytona Win Trophy (estimate: \$200,000 - \$300,000), the last of his seven Daytona 500 wins; a 2017 Ford Tribute Mustang (estimate: \$120,000 - \$140,000) No. 43 (total production of 43) and



titled to Richard Petty; a 1967 Darlington



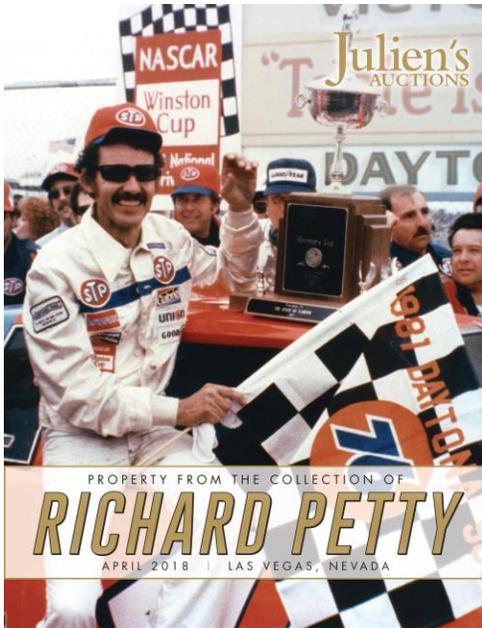
Win Trophy (estimate: \$100,000 - \$200,000) for winning his first Southern 500, a victory that was part of Petty’s astonishing 10 in a row winning streak that year (photo top right); a 2018 Ford F150 (estimate: \$80,000 - \$100,000) and a 2018 Ford Mustang (estimate: \$80,000 - \$100,000) (photo left) both built

professionally in Petty’s Garage; a 2009 Budweiser Dodge driven by Kasey Khane who won at Sonoma in 2009 (estimate: \$20,000 - \$40,000); a 2008 Victory Motorcycle (estimate: \$6,000 - \$8,000) made by Polaris, driven during the Kyle Petty Charity Ride (photo top left); Petty worn STP signed leather racing jacket (estimate: \$1,000-\$2,000); a Bobby Labonte signed Cherrios racing suit (estimate: \$800-\$1,000); a Marathon racing suit bearing Terry Labonte’s name (estimate: \$800-\$1,000); a vintage Lee and Richard Petty oil tank and pump used during the late 60s (estimate: \$1,000-\$2,000). The auction

will also offer memorabilia and personal items including race programs, license plates, posters, trading cards, plaques, clothing and more.

JULIEN'S AUCTIONS PUBLIC EXHIBITION & LIVE AUCTION LOCATION

Planet Hollywood Resort & Casino
3667 Las Vegas Boulevard S.
Las Vegas, NV 89109-8900



JULIEN'S AUCTIONS LAS VEGAS PUBLIC EXHIBITION

Tuesday, May 8th-Saturday May 12th, 2018

Daily: 11:00 a.m. – 6:00 p.m. PST

Free to the public.

LIVE AND ONLINE AUCTION

Saturday, May 12th, 2018

Property from the Collection of Richard Petty

Session I: 1:00 p.m. PST

REGISTERING TO BID

Registration is required to bid in this online auction and can be done in person at the exhibition, or online before the sale at the JuliensAuctions.com [Registration page](#) to bid by phone, proxy or in person, or online at [JuliensLive.com](#) to bid live online, or by calling (310) 836-1818.

PLACING BIDS

There are four ways to bid in this sale:

1. Bid through Julien's Auctions Online Live in Real Time at [JuliensLive.com](#).
2. Bid over the telephone through an auction house representative.
3. Submit a bid in person at the Hard Rock Café.
4. Enter Absentee bids. Absentee bid forms are included in the back of each catalogue, and are also available by calling Julien's Auctions or online at www.juliensauctions.com.

For inquiries, please email info@juliensauctions.com or call [310-836-1818](tel:310-836-1818).

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the world-record breaking auction house. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, sports and art markets. Julien's Auctions has received international recognition for its unique and innovative auction events which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of

iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Bob Hope, Elvis Presley, Frank Sinatra, Jimi Hendrix and many more. In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.8 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove, which sold for \$480,000 making it the most expensive glove ever sold at auction. Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology. For more information on Julien's Auctions, go to www.juliensauctions.com. Connect with Julien's Auctions at www.facebook.com/JuliensAuction or www.twitter.com/JuliensAuctions or www.instagram.com/juliens_auctions.

PLANET HOLLYWOOD RESORT & CASINO

Celebrating 10 years, Planet Hollywood Resort & Casino is the centerpiece of the famed Las Vegas Strip, with 2,500 beautifully redesigned guest rooms and [suites](#) showcasing some of the best views in town, along with endless options of unparalleled shopping, distinguished dining, popular entertainment and a bustling nightlife. A bright, bold addition to the resort's portfolio, the new Ultra Hip Rooms feature contemporary elegance and luxury bedding. Known as the place to play for its roster of A-list celebrity guests, Planet Hollywood's 231 newly restyled suites feature stunning views of the glittering skyline and daring décor elements such as suspended sofas, lounge-style living spaces and oversized modern artwork. The resort encompasses more than 100,000 square-feet of gaming, several lounges, ten restaurants including Gordon Ramsay Burger, KOI, Strip House, Cafe Hollywood, the award-winning Spice Market Buffet and LA's Pink's Hot Dogs, an intimate wedding chapel and the Planet Hollywood Spa by Mandara. Home to the first pop music residency in Las Vegas, The AXIS showcases resident headliners Jennifer Lopez, Lionel Richie, Pitbull and Backstreet Boys. The property is encircled by Miracle Mile Shops with more than 170 specialty stores and restaurants. For more information, please visit planethollywoodresort.com or the Caesars Entertainment Las Vegas [media room](#). Find Planet Hollywood Resort & Casino on [Facebook](#) and follow on [Twitter](#) and [Instagram](#).

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