



Dana Mecum has worked hard to bring collecting automobilia to the forefront of auctioning.

Notes About Car Guy Memorabilia

Dana Mecum Discusses Automobilia and Petroliana as Décor, Investments

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MECUM AUCTION COMPANY

Dana Mecum has been in the business of selling fine collector cars at auction for 22 years. He was influenced by his father, who was immersed in the sales side of the car realm in Illinois. Inevitably he fell in love with selling and collecting cars, founding Mecum Auction Company in Marengo, Illinois. His wife, Patti, and sons, Frank, Dan, Ben and Harry, routinely assist with auction affairs and share Dana's passion for cars.

Annually, Mecum handles roughly 5,000 cars at auction, boasting several world records. Recently, a 1965 Shelby Daytona Cobra Coupe brought a \$7.25-million price tag at the inaugural Monterey sale, representing the highest price ever paid for an American car at a public auction. Mecum will deliver nine auctions nationwide in 2010, many televised on the company's "Mecum Auto Auction: Muscle Cars & More" show, airing on Discovery HD Theater. Dana is not only an expert at selling cars at auction; he's also an expert at securing and auctioning automotive memorabilia, better known as Automobilia.

Automobilia has been offered at Mecum and other car auctions from day one as a "warm-up" before actual cars cross the block, but three years ago, Mecum began treating Automobilia as its own collectible market, segmenting it from the cars, and the business model soared. This new territory began attracting a number of collectors seeking automotive signs, model cars, neon and more, firmly establishing the new niche



Some collectors will spruce up their marque-specific collection with marque-specific signage.