

Matt White

Diecast Report

Collecting for Profit

A 1969 Ford Mercury Cyclone signed by Bob Allison is a true collectible

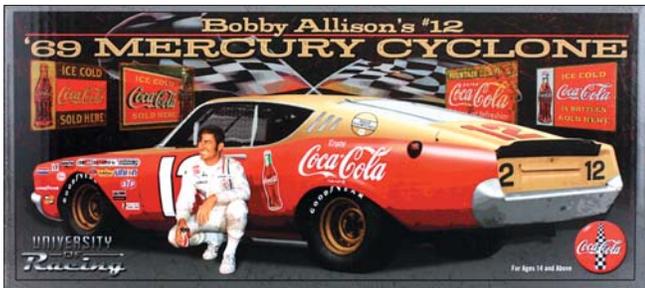
Many people criticize those who collect diecast models for investment. While I agree this kind of collecting is fraught with danger and, in many cases, disappointment, there are some models that have great investment potential. The featured model, from Icons Global – University of Racing, is different in a number of ways and has the potential to be a worthy investment.

Investing in diecast for profit is not something I recommend, simply because there are no absolute tangible rules as to what will be a good investment and what will be an investment failure. However, there are guidelines to



with a ceremonial victory lap at the running of the 50th Coca-Cola 600 at Lowe's Motor Speedway. Allison was also the event's grand marshal.

With its Coca-Cola red livery contrasting against gold, this car was certainly noticeable on the track. This is no different in the exterior of the replica, although the grill would have benefited with a little more detail to break the very chrome finish. A little black wash applied by a dedicated collector would achieve a more realistic look. The wheels are great. And under the hood, the 427ci Holman Moody-tuned engine has good molded

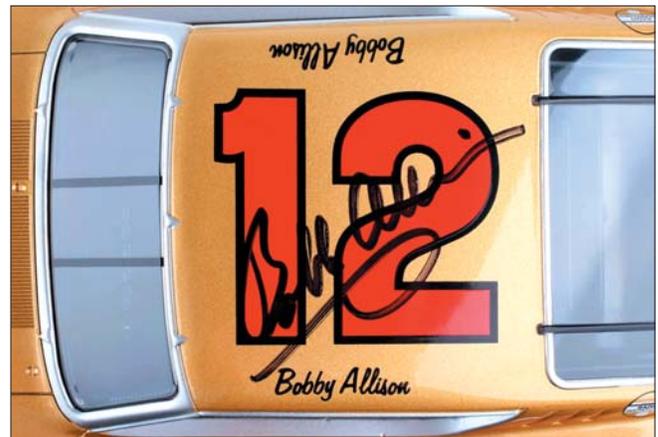


Attractive packaging draws your eye to this product.. Especially when compared to some others of less dramatic design.

follow when answering constant customer inquiries. When it comes to racing vehicles, there are a general set of rules to follow. As an example, have your customers asked several questions similar to these:

- Does the model whose 1/1 equivalent have a proven or notorious racing driver?
- Does it have a solid racing heritage?
- Is it a replica of a popular vehicle or desirable brand? If the answers to these questions are yes, there could—possibly—be the potential for investment profit.

Bobby Allison is a famous name in NASCAR racing. Allison achieved more victories than most drivers of his generation and is the third-most successful driver in NASCAR history. It is a fitting tribute that Icons Global produced a 1/24 scale replica of the famous No.12 Ford Mercury Cyclone driven by Allison from 1969 to 1971. The model was released in May 2009, coinciding



An authenticated signature will add substantial value to a model detail, with color applied to the block, manifold, radiator and rocker covers. As for the trunk, if you are expecting more than a fuel delivery system, you would be disappointed, but it must be remembered this is a racecar. The interior is like any other workspace for a professional racer, featuring only the necessary gauges, roll cage, racing



The wheels are very well molded and look realistic in their finish. With moderate detail applied, the color relief makes the otherwise dark engine bay more appealing. The interior is well represented. Opening doors would have been a benefit, but not scale, as the doors of the full size car were welded shut. The chassis is diecast in metal and adds to the looks of the underside of the model.

seat, and a steering wheel. There is other well molded detail in the largely black interior, although the scale non-opening doors impede a better view. One item that really impressed me about this model's build quality was its full diecast metal chassis. This is a rarity and a welcome relief from the standard plastic used in almost every other mass-produced model.

What sets this particular model apart from others is that the owner acquired Bobby Allison's autograph on the roof. This enhancement immediately places this model in a class above its general release status and makes up for any oversights in detail.

From an investment standpoint, obtaining a desirable model, combined with a signature related to the vehicle

and a certificate of authenticity is the way to go. This is now a prized possession others will want to own and in many cases will pay good money for. The best part about this is you, as a retailer, helped in this achievement by providing the model to the customer and will no doubt see the customer again when he is looking to find that next challenge to create an investment only very few will have. This is a model with all of the hallmarks of a collectible in the every sense of the word. The release is limited to 5,112 models, so they are not easy models to find. Add strong racing heritage, proven driver, materials rarely seen in other diecast models and, above all, the extremely valuable authenticated driver's signature, and this model has everything needed for investment potential. **HM**

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