

FERRARI

Market Review & Buyer's Guide

1974 Ferrari 246 GTS "Dino"

Chassis number 06470

Left-hand drive chassis number 06470 was delivered new to main agents Tayre Ferrari in Madrid in October 1974 and sold to an American citizen, William Kemmerer, its first owner. The latter was then serving with the USAF and brought the Dino back to the US from Spain when his tour of duty was completed. *Ferrari Market Letter* records that the car was serviced by Algar Ferrari in Philadelphia in the late 1970s and early 1980s.

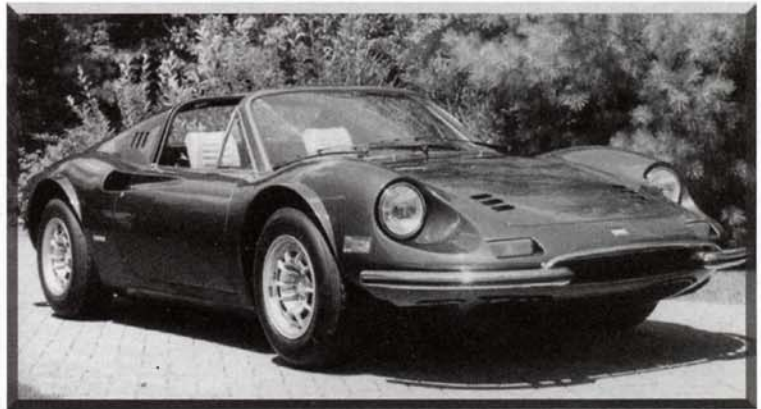
The Motorcar Gallery of Fort Lauderdale, Florida, subsequently advertised the Dino for sale, describing it as "a one-owner car since October 1974." Its next recorded owner, H. Levy, of Glneed, Pennsylvania and Boca Raton, Florida, prepared the car to the concours standards of the Ferrari Club of America and regularly exhibited it on the concours circuit between 1993 and 1995. The car was featured at the Cavallino Classic and the FCA Nationals, consistently placing in class at both venues. In August 1998 it passed to its next owner, a New York enthusiast, and was purchased from him by the vendor.

Thoroughly serviced in the spring of 2000 by Spott Autos, of Gaylordsville, Connecticut, the car is described as in excellent mechanical condition. Its unusual Pino Verde metallic green color scheme is most attractive, while the interior features air conditioning, electric window lifts and the "Daytona" black ribbed squab panels set in brown leather upholstery. The wheel arches have been flared to accommodate larger than standard 7" x 14" alloy wheels. The indicated mileage of 55,500 is believed to be genuine and this well-presented example of a most desirable Ferrari Dino comes with its original owner's manual, warranty card and tool kit.

On January 20, 2001, this handsome 246 GTS brought \$85,000 at the Bonhams & Brooks Cavallino auction, including buyer's premium.

The 246 GTS Dino has to be one of the most well-rounded classics of all time. The beauty of these cars lay in the thrill of the glorious roaring engine noise, the voluptuous view from the driver's seat and the amazing go-kart feel. (I have never met anyone who, on pure aesthetics alone, loved those miserably flared wheel arches.) It's understood that faster, stronger and better-built cars have been produced before and after the Dino, but as my friend, Lisa Stone, once proclaimed, "The 246 is the prince of all sports cars." I think Ms. Stone was on to something; that may be as succinct and correct a description as I've ever heard.

I was under the false assumption that Pino Verde (metallic green) must have been a damn popular color for 1974 Dinos, as I have seen three of them for sale in the last four years at auction. Upon closer inspection, it has been this very car offered on all three occasions. It was a no-sale at Christie's/Tarrytown on April 29, 2000, at \$70K, and a no-



sale at RM/Monterey on August 14, 1998, at \$85K. What the...? Let's unravel this a bit.

Occasionally, you may observe the same car being offered over and over again for sale at auctions. Perhaps a buyer can't be found and the seller tries again at a different venue. Perhaps the reserve is too high. Or, perhaps the car simply isn't desirable enough to anyone other than the chandelier in the back of the room. (Pity the poor chandelier, always bidding, usually on great cars, but never having quite enough money to get the job done.)

Back to Pino Grigio, I mean Verde. What I find particularly odd about this frequent-auction Dino is that it seems to be a very nice car with an unblemished traceable history and excellent service/maintenance records. Many Dinos have been run into the ground, abused or wrecked over time. Not terribly robust to begin with, they were "just cars" that weren't even accepted as true Ferraris for an unfairly long period. This is not one of those mistreated cars.

(Note: For those of you who add Ferrari emblems to your Dino, stop it, or we'll send Enzo's ghost to your house and he'll wreak havoc with your Dinoplexes. I own one (1969 246 GT), and seeing a Dino festooned with Prancing Horse badges and stickers that scream "I'm really a Ferrari even if Enzo never called me one" just bothers me.)

Dinos have risen steadily in value over the past 36 months while their bigger, faster, 12-cylinder siblings, the Boxer and Testarossa, have fallen. Dinos are fun and easy to drive in real-life situations and look like sex on wheels in your driveway. Running costs are not absurd and parts are not terribly difficult to find. Denny

Shue runs the helpful Dino Registry and there are several good books to educate the new buyer.

Kudos to the new owner. You paid near top dollar, but got a great car. I only hope I don't see your Pino Verde exotic for sale any time soon under yet another tent.—Steve Serio

(Historical data and photo courtesy of auction company.)◆

Years produced	1972-74
Number produced	1,274 (VIN 02174 through 08518)
Original list price	\$15,225 (1974)
SCM Price Guide	\$65,000-\$90,000 (Add \$7,500 for "chairs and flares")
Tune-up/major service	\$350-\$1,500; 30K-mile major service with cam belts \$2,500-\$3,500
Distributor cap	\$140 cap/\$70 rotor
Chassis #	Stamped on driver's side rail in engine compartment; chassis plate in engine bay on firewall
Engine #	Above timing cover below cylinder head on block
Club	Ferrari Club of America, Box 720597, Atlanta, GA 30358; Ferrari Owner's Club, 8642 Cleta St. Downey, CA 90241
Web site	www.ferrariclubofamerica.org; 222.FerrariOwnersClub.org
Alternatives	Porsche 911S, Maserati Merak SS, Lamborghini Urraco P300, Lotus Esprit S2