

THE AYRBURN CLASSIC 2027 LIVE CAR AUCTION

Friday 19 - Sunday 21 February
Queenstown, New Zealand

WHERE THE RIGHT CARS FIND THE RIGHT BUYERS

After a capacity Ayrburn Classic last year, exceptional auction results and strong feedback on the hospitality, experience and high energy live bidding theatre Sunday Drive is bringing the live car auction back with a more dynamic two-session format. The 2027 auction will run across Friday evening and Saturday afternoon, creating two faster-paced live theatre sessions within the three-day Ayrburn Classic.

Around 60 collector and investment-grade vehicles will be showcased across five public display days in the expanded Harvest Lane area, then driven onto The Dell for live staging in front of the crowd.

Your vehicle deserves the spotlight. This is its moment.











Vendor Package | $995 Entry Fee

Includes:

VIP Weekend Experience for Two

- Vendor VIP night during the event
- VIP hospitality, parking, food and drink
- Access to special areas, including a vendor VIP deck during the auction



Premium Vehicle Display

- Public showcase in the expanded Harvest Lane display area
- Auction-day staging on The Dell in front of a live crowd
- Optional pre-auction showroom display at Sunday Drive Auckland and Christchurch



Professional Presentation & Nationwide Exposure

- Professional photography and cinematic video production
- Premium vehicle listing and official event collateral exposure
- Nationwide digital campaign, media attention and collector network targeting

End-to-End Concierge Support

- Transport logistics and pre-event coordination
- Personal support from the Sunday Drive auction team



Success Fee Structure

Seller success fee payable only on successful sale (Incl GST):

- 12% on the first $300,000
- 10% on the portion from $300,000 to $500,000
- 8% on any amount above $500,000

Strictly limited to 60 vehicles.
Expressions of interest now open sundaydrive.co.nz/ayrburn
Speak with our Auction Director today - 027 600 5600

Pictures featured from 2026 display