



FOR IMMEDIATE RELEASE  
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### **Consignment Fees Have Been Lifted**

Carlisle, PA – Carlisle Auctions has recently announced that they will waive the general consignment fee for the 2008 Spring, Corvette and Fall Auctions. This change to the auction business structure will be an industry first. Consignment fees have always been in place to protect the company from reserve auctions.

With the recent emergence of collector car auctions for the public and the widespread notoriety from television coverage, Michael Cornfield the Senior Director of Marketing commented, "The strategy behind this shift is to entice additional auction registrants who will be more likely to partake in the live auction process. Based on the industry-wide decline in sales figures, we believe this will create the buzz needed to break through the now saturated auction market."

Carlisle Auctions, an extension of Carlisle Events, is a leader in the collector car market. Through continual analysis of the competitive landscape together with keeping abreast of market trends, Carlisle Auctions has built a reputation for stimulating and supporting the automotive hobby. As such, you could expect a major change of this nature to be brought to fruition by the Carlisle Auctions group.

When asked about the future of the automotive hobby, Cornfield stated, "The past few years have demonstrated that the U.S. economy cannot overshadow the passion that arises from our automotive audiences. Carlisle Auctions has seen a continual growth over the past few years and I want to thank all of our customers and employees for making our events a huge success."

There are of course some minor stipulations that must be fulfilled in order to take advantage of this incentive. Consignors must provide the Carlisle Auctions group with the necessary marketing assets to promote the auction inventory which include a brief description about the seller's vehicle and multiple high-resolution photos for publishing. These criteria have been set in place to assist with promoting the auction inventory and to provide our customers with the most accurate vehicle information prior to the auction day.

Deadlines for the free consignment offer are as follows:

- The Spring Carlisle Auction will be held at the Carlisle Expo Center in Carlisle, PA on April 25<sup>th</sup>-26<sup>th</sup>, 2008 and the deadline for the free consignment offer is March 31<sup>st</sup>, 2008
- The Corvettes at Carlisle Auction will be held at the Carlisle Expo Center in Carlisle, PA on August 22<sup>nd</sup>-23<sup>rd</sup>, 2008 and the deadline for the free consignment offer is July 15<sup>th</sup>, 2008
- The Fall Carlisle Auction will be held at the Carlisle Expo Center in Carlisle, PA on October 3<sup>rd</sup> – 4<sup>th</sup>, 2008 and the deadline for the free consignment offer is September 1<sup>st</sup>, 2008

For more information and details about this offer, please visit [www.CarlisleAuctions.com](http://www.CarlisleAuctions.com)

*Carlisle Events, host of 10 annual collector car, truck and motorcycle events, attracts more than half a million people to its 82-acre fairgrounds in Carlisle, Pennsylvania each year. Included in the annual*

*events schedule are two huge automotive swap meets and auctions – in the spring and fall – and individual specialty shows featuring Corvettes, Fords, GMs, Chryslers, trucks, motorcycles, sport compacts and imports. Founded in 1974 by friends Bill Miller and Chip Miller, the “Cars at Carlisle” shows attract automotive enthusiasts from around the world.*

Information about Carlisle Events and Carlisle Auctions is available to consumers via the Internet at:

[www.CarlisleAuctions.com](http://www.CarlisleAuctions.com)  
[www.CarlisleEvents.com](http://www.CarlisleEvents.com)

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Journalist note: Information about the Carlisle Events Group, its event listings, auction offerings and expo center is available to journalists by phone:

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