

THE PALM BEACH CAVALLINO CLASSIC

Economic Profile of Attendees



- **The attendees of the Palm Beach Cavallino Classic represent the highest economic demographic of any leisure event in the world!**
- These attendees include Ferrari Owners and Collectors, Classic Automobile Owners and Collectors, Palm Beach residents
- Attendees are from the U.S., Canada, Mexico, Europe and Japan, and they come to Palm Beach in order to enjoy their automobiles in a safe, private and exclusive setting.
- **Of the 150 Ferraris on display at The Breakers on Saturday:**
The average value of each is \$895 k • Total value is \$134 m
Lowest valued Ferrari is \$100 k • Highest valued is \$20 m
- **Of the 100 Classic Automobiles on display at Mar-a-Lago on Sunday:**
The average value of each is \$595 k • Total value is \$59 m
Lowest valued Classic is \$250 k • Highest valued is \$10 m
- **Attendees have an extremely high net worth:**
- From Ferrari demographic studies of Ferrari owners:
 - Average yearly income: \$1.98 m
 - Average net worth: \$30.5 m
- From insurance demographic studies of classic car owners:
 - Average yearly income: \$2.47 m
 - Average net worth: \$35.5 m
- From Palm Beach Daily News demographic studies of Palm Beach residents:
 - Average household net worth: \$34.24 m
 - Average household investments: \$30.98 m

“The greatest cars, with the finest people, in the most beautiful of settings, at the best time of year – The Cavallino Classic!”