

## Muscle Cars Are Meant to be Driven... The Soneff Master Garage Collection

Jay Soneff was raised in a family that appreciated the automobile. Take and start talking cars with him and you can see the excitement in his eyes. It would also be a fact that there wasn't a big block or 4 speed that Jay didn't like. When you watch Jay drive a car, turning the key and the sound of the motor is just like Christmas morning every time. Jay was born and raised in a Hudson family and it was their evolutionary styling and that Twin H performance that started his love for horsepower. Jay's father, John, was a used car dealer in Denver, Colorado and started Soneff Master Garage after buying out the Hudson dealership. Jay worked with his father at the car lot and together they built the Garage into one of Denver's premier Muscle Car Shops. Jay's Dad was also an auctioneer and worked with Barrett Jackson and also Kruse auctions and was well known in the collector car scene.

Jay Soneff grew up in the era of the transition from older style family cars to the era of the Muscle car. At years old, Jay rebuilt his first engine. It would be safe to say, that HEMI motor started Jay's love of horsepower and he learned from the best. Gene Hopkins, who Was one of the Ford Motor Company's performance gurus, guided Jay on his rebuild. Jay got the MOPAR bug after that HEMI rebuild, but in 1968 his dad bought a new 1968 Charger R/T and that was it. From then on it was MOPAR or no car. In 1969, Jay bought his 1<sup>st</sup> car, a 1969 Barracuda 340 V8. Jay spent a lot of time hanging out at Bandimere Speedway for Friday night drags and racing and cruising 16<sup>th</sup> St. in downtown Denver, Colorado. Jay's buddy had a new 1970 Chevrolet Corvette and thought that car was all it, but Jay's 340 Barracuda ate his lunch! Jay went to college for business and real estate, but still kept working with his dad.

Jay started to build his real estate portfolio and also a substantial horsepower herd of rare MOPAR Muscle cars. He now owned some of the most sought after and rare Muscle cars in the United States including many of which today have commanded some of the highest sales in the past year. But the 1980's real estate crash hit and he sold his collection to save the real estate. Jay's Dad said to Jay, "Isn't it terrible that you are selling what you love, for something that pays the bills". Jay came back after the real estate crash and also started to build back his collection. Jay's father passed away and he took over Soneff' Master Garage. This Old building today is surround by progress but the Soneff Master Garage stands strong and keeping the past alive in tradition and Classic Car restoration and repair. It's the philosophy at Soneff's Master Garage to enjoy one's car and drive them. Soneff's has never been a keeper of art pieces, but get them out and drive them.

Jay runs the Soneff Master Garage and Body Shop and also active in his Real Estate business, he has decided to sell down his horsepower herd and will sell them at public auction. VanDerBrink Auctions will sell 89 vehicles from the collection June 10<sup>th</sup>, 2023 in Denver, Colorado. The collection has everything from Survivor cars, Restored Muscle, to Rare MOPAR projects. But the collection isn't limited to MOPARS. There is a beautiful 1960 Chevrolet Impala, Mustangs, 1969 AMC Javelin SST, 1976 Pontiac Trans Am 455HO, and several Hudson's powered by those infamous Twin H 6-cylinder motors. One of the highlights of the auction is an original 1970 Plymouth Super Bird with less than 58K miles and powered by a 440 6 pack and AT on the console. This amazing 1 family-owned car still has the factory chalk marks, build sheet, and even a scrapbook by the family. Many other rare Mopars take up the majority of the auction. A beautiful 1969 Road Runner Convertible and 1 of the few remaining 2128 made. Road Runners, Challengers, Cudas, Chargers, and of course Barracudas and the list goes on. A Rare 1971 Charger R/T is very few Lynch Road cars built, an A-12 1969 Plymouth Road Runner Project, and the more. The auction will be live onsite with online bidding and the complete catalog and several thousand pictures is available at [www.vanderbrinkauctions.com](http://www.vanderbrinkauctions.com) . So, if you are looking for your horsepower fix, you won't want to miss the Soneff Master Garage Auction June 10<sup>th</sup>, 2023 at 10Am in Denver, Colorado. Live and Online.