

Press Release

CHRISTIE'S

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PROPERTY FROM THE ESTATE OF ALFRED H. HEINEKEN

Saturday 8 February 2003 at 7.30pm

“Had I not been a beer brewer I would have become an advertising man” – Alfred H. Heineken



A selection of Bentley motor cars

Paris – Christie's is delighted to announce the sale of 14 motor cars from the Estate of the late Alfred H. Heineken in Paris on 8 February. The collection will be offered at Christie's second sale of Exceptional Collectors Cars at Rétromobile, one of Europe's most prestigious events in the classic car calendar.

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Alfred H. Heineken (1923–2002) joined the famous family brewing business, which his grandfather had acquired in 1864, at the age of 18, in 1942. From 1946 to 1948 he worked in the sales department of Heineken’s American importer and it was during this period that his life changed completely; he became passionately interested in the marketing of the Heineken global brand and also met his American wife. By the time he retired as Chairman of the Executive Board [1989], Heineken had become the most international brewery group in the world. Alfred Heineken received a host of accolades during his lifetime; in 1999 he was chosen as Advertiser of the Century in the Netherlands, and the Heineken brand was awarded Brand of the Century.

A devoted family man, Alfred H. Heineken was also very active in social and cultural affairs and had an intense love of music, architecture, film, photography and the visual arts. His wide knowledge, creativity, intuition and sense of humour made him an extremely fascinating personality. The collection of cars to be sold at Christie’s in February also reflects his interest in detail and style and indeed his spontaneity – one of his more instantaneous purchases taking place at a petrol station after falling in love at first sight with a Bentley.

Undoubtedly one of the highlights of the sale, this superb Bentley R Type Continental dating from 1954, was bought by Mr Heineken whilst driving through Switzerland with his wife in 1977 – it is expected to fetch €130,000–160,000.

Alfred Heineken retained a great fondness for America throughout his life having met his wife whilst living there in the 1940s which in turn is reflected in his car collecting tastes. There are several American classics on offer including a 1947 Buick Roadmaster Model 76 C. The Buick Motor Company’s Roadmaster, their biggest and fastest car in the immediate post war period, was literally looked on as the ‘Master of the Road’ and, with a price tag of \$2,651 it was the second most expensive Buick ever made. Purchased by Mr Heineken in 1991, this glamorous four seater yellow convertible carries an estimate of €24,000–28,000.

Several of the cars to be sold at Christie’s were purchased new over the years by Alfred Heineken. A dark metallic brown 1972 Rolls-Royce Corniche may realize €25,000–35,000 while a convertible dark green Bentley S3 Continental bought in December 1965 is estimated at €65,000–85,000.

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Note to Editors: The sale will take place at Salon Rétromobile, Porte de Versailles, 75015 Paris

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