

FOR IMMEDIATE RELEASE  
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### GENEVA MOTOR SHOW GIANTS: BEST INVESTMENTS

- **JBR Capital looks back at Geneva Motor Show icons and 10 stand-out models that have appreciated in value**
- **1949 Porsche 356/2 increases in value by 26,566 per cent**

Despite the cancellation of what would have been the 90<sup>th</sup> edition of the Geneva Motor Show, [JBR Capital](#) – a direct lender specialising in prestige vehicle finance – is celebrating some of the all-time best investments that have emerged from the floodlit stands over the years, with the 1949 Porsche 356/2 proving to be one of the greatest stars of the show, increasing in value by 26,566 per cent since launch.

Hand-built in an old Austrian sawmill, the 356 was the very first car to bear the Porsche name and priced £3,000 when new. Within two years of its debut at Geneva the 356 would be lining up at Le Mans, and now over 70 years later these early cars are highly prized among serious Porsche collectors, worth from £800,000.

Delving into the Geneva Motor Show’s rich history of iconic supercars, blue-chip investments and hitherto unseen designs that ultimately changed the motoring landscape, JBR Capital has identified 10 stand-out models that have appreciated in value:

Geneva debut	Car	Price at launch	Value now*	Value change
1949	Porsche 356/2	£3,000	From £800,000	+26,566%
1966	Lamborghini Miura P400	£15,000	From £1m	+6,566%
1970	Range Rover	£1,528	£80,000 (restored)	+5,135%
1972	Ferrari Dino 246 GTS	£11,000	From £250,000	+2,172%
1989	Alfa Romeo SZ	£35,000	From £70,000	+100%
1995	Ferrari F50	£350,000	£1.5m	+328%
2003	Porsche Carrera GT	£330,000	From £650,000	+96%
2004	Maserati MC12	£500,000	From £2m	+300%
2009	Aston Martin One-77	£1.2m	£1.5m	+25%
2015	Ford GT	£450,000	£800,000	+77%

Darren Selig, Executive Chairman at JBR Capital, said, “We have really enjoyed looking back at all the incredible cars that have debuted at Geneva since the show began. With so many milestone launches, from the world’s most prestigious car manufacturers, it’s been hard to cherry pick and showcase just a handful of the best investments. The Geneva Motor Show has always been one of the greatest automotive institutions, and it is a shame that circumstances have meant the cancellation of this year’s event.”

Read JBR Capital's full Geneva Motor Show retrospective, which also includes notable models that have depreciated in value: <https://jbrcapital.com/magazine/geneva-motor-show-the-giants/>.

[JBR Capital](#) offers customers a range of high-end vehicle finance solutions including tailored equity release, refinance, auction and restoration finance.

Follow JBR Capital on [Facebook](#), [Instagram](#) or [Twitter](#), for updates on news expected from manufacturers that were due to attend the 2020 Geneva International Motor Show.

**- Ends -**

\* All current values quoted are approximate, according to JBR Capital experts.

**Notes to Editors:**

- Celebrating reaching the key milestone of £500 million in pay-outs, the [JBR500](#) virtual garage is based on actual vehicles financed by JBR Capital since 2015
- JBR Capital is adapting its approach to communications to help customers, prospective customers and automotive enthusiasts stay abreast of key information that relates to the fast-moving car industry. JBR will be significantly increasing social media output to report on all the key global automotive events, and producing regular articles that explore the world of the automobile through the lens of the UK's only independent lender dedicated to high-end vehicle finance

**For further information on JBR Capital, visit [www.jbrcapital.com](http://www.jbrcapital.com) or contact:**

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