



For Immediate Release:

Lady Gaga's Rolls-Royce Corniche III to Be Auctioned to Benefit MusiCares® at Music Icons 2014

Julien's Auctions Announces Rare Opportunity to Own Luxury Convertible Used by Lady Gaga

Hard Rock New York — May 17, 2014

Beverly Hills, California – (May 9, 2014) – Julien's Auctions, renowned auction house to the stars, has announced the exclusive auction of multi-platinum selling and GRAMMY® winning artist Lady Gaga's Rolls-Royce Corniche III on Saturday, May 17, 2014 in New York. The auction will take place at Hard Rock New York – Times Square. The auction will benefit MusiCares®.



The red 1990 Rolls-Royce Corniche III convertible to be offered for the first time was owned by Lady Gaga and used by her publically to travel to the Guggenheim Museum in September 2012. It is estimated at \$30,000-\$50,000.

Lady Gaga is recognized for her diverse contributions to music through her performances, fashion and music videos. She has sold more than 125 million singles worldwide and over 25 million albums. She has won five GRAMMY Awards® and 13 MTV Video Music Awards among many other achievements. She has been named to TIME magazine's Most Influential People list and has consecutively appeared on Billboard's Artist of the Year list. She also is ranked fourth in VH1's list of 100 Greatest Women in Music and is included by Forbes magazine in the World's 100 Most Powerful Women list from 2010-2013. She also is the current face of the House of Versace and an activist for equality.

Lady Gaga, who just kicked off the North American leg of her ARTRave: The ARTPOP Ball global tour, is offering 100 percent of the sale of this extraordinary automobile to MusiCares®. As the charitable arm of the National Academy of Recording Arts & Sciences®, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human services issues that directly impact the health and welfare of the music community.

The Rolls-Royce Corniche III will be on display at the Hard Rock New York – Times Square from Monday May 12, 2014 through Saturday, May 17, 2014 prior to being auctioned during the Julien's Auctions Music Icons auction event to be held May 17, 2014 at the Hard Rock New York.

Exhibition Dates

Highlights will be on display at The Hard Rock Cafe Times Square Monday, May 12 – Saturday, May 17, 2014.



Auction Dates and Hours

Conducted by Julien's Auctions
Music Icons, Legends and Rebels Auction
Saturday, May 17th
Session I: 10:00 a.m. E.S.T.
Session II: 2:00 p.m. E.S.T.
Session III: 5:00 p.m. E.S.T.

Exhibition and Auction Location

Hard Rock Cafe Times Square
1501 Broadway
New York, NY 10036

Registering to Bid

Registration is required to bid in this live auction and can be done in person at the exhibition and auction, or online before the sale at the JuliensAuctions.com [Registration page](#) to bid by phone, proxy or in person, or online at [JuliensLive.com/signup/](#) to bid live online, or by calling (310) 836-1818.

Placing Bids

There are four ways to bid in this sale:

1. Bid through Julien's Auctions Online Live in Real Time at [JuliensLive.com](#).
2. Place bids in the room by attending the auction.
3. Bid over the telephone through an auction house representative, who sits in the room and conveys the bid to the auctioneer.
4. Enter Absentee bids. Absentee bid forms are printed in the back of each catalogue, and are also available by calling Julien's Auctions at (310) 836-1818 or online at our [Register to Bid page](#).

ABOUT JULIEN'S AUCTIONS

With expertise specializing in entertainment and sports memorabilia, Julien's Auctions has quickly established itself as the auction house to the stars. Julien's Auctions presents exciting, professionally managed and extremely successful auctions with full color high quality auction catalogues unlike any other auction company and stars in the network primetime television series "Celebrity Home Raiders." With media coverage spanning the globe and unprecedented marketing support, Julien's Auctions has become known as the premier entertainment and celebrity memorabilia auction house worldwide. Previous auctions include the collections of Cher, U2, Barbara Streisand, the estate of Marilyn Monroe, the estate of Les Paul, Bette Midler and many more. Official website is www.juliensauctions.com or go to www.facebook.com/juliensauctions.

ABOUT MUSICARES

Established more than 20 years ago by The Recording Academy®, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information please visit www.musicares.org. For breaking news and exclusive content please like "MusiCares" on Facebook, follow "MusiCares" on Twitter (or @MusiCares) and join us on Instagram.

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