



AUCTAV ARABIAN SUMMER SALE



VENTE ONLINE
MERCREDI 20 JUILLET
100% PUR-SANG ARABE

Auctav Arabian Summer Sale

Entries open until June 21

Auctav is organizing, in partnership with AFAC, an online sale of Purebred Arabian on July 20, 2022. Building on its success with the sales of Shadwell broodmares, yearlings and 2-year-olds, Auctav invites you to take advantage of this agency which has already found its place in Purebred Arabians' market.

A new era for the Purebred Arabians

The Purebred Arabian racing market is moving with the times. This international market, with a superb racing circuit around the world, has embraced the advantages of the digitalization of exchanges, including for horse sales. While field inspections still have their role to play, today sales can easily be done remotely thanks to Auctav, which has organized secure online auction sessions since its creation.

The sales agency provides a full media package so that potential buyers can learn about the lots presented: photos, videos and of course a repository, accessible to veterinarians, adapted to the specificities of each breed.

For sellers, it is peace of mind with the horses remaining at the place of their choice until the sale, without transport, with on-site reception of potential buyers. This know-how, Auctav places it at the service of Purebred Arabians for a sale open to all, to present their lots to the international market. Registrations are open until June 21, 2022, one month before the sale itself.

The Purebred Arabian market sensitive to online sales Auctav

The Auctav agency had the honor of being chosen by Shadwell to become the platform for two sales of its Purebred Arabian workforce, the broodmares in December 2021 and the yearlings and 2 year olds at the very beginning of 2022. The market response was extremely dynamic. Auctav thus sold the super mare Tashreefat for €310,000, the agency's highest bid. Jamaheer, broodmare of recent winner Madrassa, was also sold by the platform for €210,000, as was his half-brother.

During the Shadwell yearling and 2-year-old sales, Jean-Pierre de Gasté, from Haras de Gouffern, was enthusiastic about the very concept of the online sale. "We would like to emphasize how much we appreciated this sale. It was convenient to bid online by being able to follow the auctions remotely at the same time as our customers who were with us by telephone. They were really enthusiastic on

social networks, on the application, and we experienced more emulation by this system than during physical sales”.

A partnership with AFAC

The Association française du Cheval Arabe de Course (AFAC), the backbone of the sector in France, is a partner in the sale.



“The Shadwell sales organized by Auctav had generated a lot of dynamism, both in the speed of organization and the positive reaction of the international market, explains AFAC President Axelle Nègre de Watrigant. It's great to see that the sector still arouses so much interest.

Online sales are in tune with our very international clientele who are fond of these modern and fun means of transaction which allow them to buy anywhere and at any time. This can encourage the emergence of new buyers and be a step forward for international customers. Sales are like races, they must come at the right time for each horse and this is what these new dates on the calendar allow”.

Arnaud Angeliaume, Managing Director Auctav

“We are really excited to organize the Auctav Arabian Summer Sale. The Purebred Arabian market has been of great interest to us since the creation of Auctav and Shadwell sales have been a catalyst to build up a clientele. The dynamism that appeared during these sales was noticed by all the investors in this sector and we are delighted that they are joining us for this first sale open to all. Registrations are in progress and we are delighted with the catalogue that is coming up and which we hope to expand further in the coming weeks”.

ENTRIES

Entries open until June 21 via auctav.com and by contacting Auctav's team directly on 09 51 56 57 95 or contact@auctav.com.

The sale will take place on Wednesday July 20 from 2 p.m. to 3 p.m. on auctav.com.