

Sold: The virtual Ford Falcon GTHO Phase III you can't drive – UPDATE

AUCTION

A virtual car has sold for more than \$AU50,000.



Justin Narayan

12:48, 27 September 2021

30 comments



UPDATE, 27 September 2021: The results are in, with Lloyds Auctions claiming a world-first – the sale of NFT-based "Classic Car" art at auction.

As a reminder, the [49 digital artworks](#) that went under the hammer were all renditions of 1971 [Ford Falcon GTHO Phase III](#) in official colour schemes. The most-expensive was a 'Yellow Glo' coloured NFT artwork that sold for **over AU\$50,000** to a buyer, who was not named.

Interestingly, Lloyds Online were also selling a genuine, road-going 1971 Ford Falcon GTHO Phase III – finished in 'Yellow Glo' – at the same time.

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That vehicle transacted for AU\$1,300,000, in-turn setting another record – this time the [highest documented price paid](#) for an Australian-made road car. Lloyds Online have been contacted for the full auction result.

The story below is unchanged.





September 16, 2021: Australian auction house [Lloyds Online](#) is claiming to be the first in the world to sell classic car NFTs.

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A Non-Fungible Token (NFT) is, in short, a digital image file that's authenticated across multiple servers – using blockchain technology – to earn the title of being a "one of one" original.

NFTs were created to give monetary value to 'original' digital artworks, akin to something physical.

The digital artworks being sold are animated (rotating) images of the iconic 1971 [Ford Falcon GTHO](#) Phase III. There are 49 lots on offer, each created to represent an original colour, and each without reserve.



<div> <div>Lot: 26</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$290 100 3h 05m </div> </div>	<div> <div>Lot: 27</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$170 100 3h 06m </div> </div>	<div> <div>Lot: 28</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$122 100 3h 07m </div> </div>	<div> <div>Lot: 29</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$125 100 3h 08m </div> </div>	<div> <div>Lot: 30</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$115 100 3h 09m </div> </div>
<div> <div>Lot: 31</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$270 100 3h 09m </div> </div>	<div> <div>Lot: 32</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$112 100 3h 10m </div> </div>	<div> <div>Lot: 33</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$290 100 3h 11m </div> </div>	<div> <div>Lot: 34</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$140 100 3h 13m </div> </div>	<div> <div>Lot: 35</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$160 100 3h 12m </div> </div>
<div> <div>Lot: 36</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$95 100 3h 13m </div> </div>	<div> <div>Lot: 37</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$270 100 3h 14m </div> </div>	<div> <div>Lot: 38</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$100 100 3h 14m </div> </div>	<div> <div>Lot: 39</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$72 100 3h 15m </div> </div>	<div> <div>Lot: 40</div> <div> FIRST EDITION CLASSIC CAR ART NFT'S - BLOCKCHAIN \$72 100 3h 16m </div> </div>

The highest bid as of writing was AU\$10,200, for an Onyx Black virtual GTHO.

"Each model is UNRESERVED and comes with varying levels of bonuses, benefits and experiences including ongoing benefits for anyone who actually owns the physical 1971 Phase III in real life," Lloyds Online said.

[Scott Waller](#), a blockchain expert at accounting firm EY Australia, said "Collecting sentimental, rare and scarce items has been an age-old passion, but up until now this has been impossible to do on the internet.

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"With NFT's, owners of digital content can create a permanent link between the digital item and the current owner, ensuring there is only ever one owner. This creates unique opportunities around royalties and private access in digital and real world utility through proof of ownership."

NFTs have risen to mainstream popularity in recent years, with US toy giant Mattel turning to the technology by auctioning [virtual one-of-one versions of cars](#) from its [Hot Wheels](#) collection.

On 11 March 2021, prestige auction house Christie's sold a single NFT-based digital artwork [for a staggering US\\$69,346,250](#).