



LAUNCH · MONTEREY CAR WEEK 2026

HICONIUM opens: a Swiss intelligence platform for the cars that cannot easily be priced.

Zürich / Monterey, California — August 13, 2026. HICONIUM AG opens its platform in preview today, at the start of Monterey Car Week, and presents it in person at The Quail, A Motorsports Gathering — beside the cars it was built for. The Zürich company builds documented files on collectible automobiles — identity, provenance, condition and market evidence, bound to the individual chassis — and places them beside the observed public auction record.

At opening, the catalog covers 49 manufacturers and 207 collectible-grade models, each with its own register of documented chassis. The platform's market layer holds 40,882 observed auction lots across the major international houses, with results reaching back to 1989; 30,201 of them are completed sales. Source currencies are preserved; USD conversions use yearly ECB average rates.

For Monterey week itself, the platform carries the consignments of the five auction houses selling on the peninsula — several hundred forthcoming lots with their estimates, the catalogue essays as the houses wrote them, and the films the houses produced — read against every documented prior sale of the same chassis.

Members keep their cars in a private vault: each vehicle has a dossier for its details, documents and photography. At The Quail, that vault is built in front of the owner — one slow walk around the car on a phone, and the vehicle stands in its collection the same day, opened by a printed access card that is the only key. Access is by invitation.

What opens this week is deliberately the platform's first layer. The HICON Price — the company's valuation for an individual chassis, built from the documented record rather than from asking prices — is revealed on September 13. Until then, every model states its observed market range, and a public countdown runs on the platform's market pages.

“The market for these cars has always known more than it has ever written down,” says **Ferdinand Peter**, founder of HICONIUM. “We write it down. Chassis by chassis, sale by sale, until a price is not an opinion any more.”

The opening, in numbers.

49

MANUFACTURERS IN THE CATALOG

207

COLLECTIBLE-GRADE MODELS

40,882

OBSERVED AUCTION LOTS SINCE 1989

30,201

COMPLETED SALES ON THE RECORD

Monterey, on the platform.

Bonhams

Broad Arrow

Gooding Christie's

Mecum

RM Sotheby's

The week's consignments of all five houses, read against the documented record of each chassis — live at hiconium.com/events/monterey-car-week.

About HICONIUM

HICONIUM AG is a Swiss intelligence platform for collectible vehicles, based in Zürich. It documents provenance, reads market evidence and records what the market actually paid — from the manufacturer down to the individual chassis.

**Ferdinand Peter**

FOUNDER · HICONIUM AG

press@hiconium.com · [+41 44 888 55 77](tel:+41448885577) · hiconium.com