



*For Immediate Release:*

# THE ORIGINAL AND FULLY-RESTORED PAUL MCCARTNEY & 1972 WINGS DOUBLE DECKER TOUR BUS RIDES AGAIN!



**MOST FAMOUS ROCK N' ROLL TOUR BUS IN THE WORLD REVS UP "PLAYED, WORN, & TORN ROCK 'N' ROLL ICONIC GUITARS AND MEMORABILIA" EVENT AT JULIEN'S AUCTIONS**

Historic Relic Offered for the First Time at Auction as Part of Julien's 20th Anniversary Week-Long Celebration in Music City at Hard Rock® Cafe Nashville

Fans Will Have a Chance to Win a Ticket to Ride on the Iconic Caravan's Bus Tour of Paul McCartney/Beatles Sites in London with the Fab Four's Secretary "Good Ol' Freda" Kelly Hosted by Hard Rock® Cafe Piccadilly Circus in London and Julien's Auctions

**AUCTION WILL TAKE PLACE  
THURSDAY, NOVEMBER 16TH, FRIDAY, NOVEMBER 17TH,  
AND SATURDAY, NOVEMBER 18TH 2023**

**Beverly Hills, California - (October 10th, 2023)** - Julien's Auctions announced today that Paul McCartney's legendary 1972 Wings tour double decker bus will hit the road once again for its first time at auction headlining **"PLAYED, WORN, & TORN: ROCK 'N' ROLL ICONIC GUITARS AND MEMORABILIA"** the industry's leading rock n' roll auction house's 20th anniversary celebration **Thursday, November 16th, Friday, November 17th and Saturday, November 18th, 2023** live in Music City at Hard Rock® Cafe Nashville and online at julienslive.com.



The historic artifact joins the previously announced lineup of 1,000 marquee items that includes two of the most important guitars ever to be offered at auction - Eric Clapton's "The Fool" and Kurt Cobain's "Skystang I" - and items from Nirvana, Elvis Presley, Prince, The Beatles, Janis Joplin, Johnny Cash, Dolly Parton, Eddie Van Halen, Frank Zappa, Dee Dee Ramone, Maurice Gibb of the Bee Gees, Johnny Rotten of the Sex Pistols, Slash from Guns N' Roses, Snoop Dogg, Albert King, Kirk Hammett, Pete Townshend and more.

Known as WNO 481, this original 1953 Bristol KSW double-decker bus (estimate: \$200,000-\$300,000) (photo credit: TT New Agency / Alamy Stock Photo) that was purchased by Paul

and Linda McCartney in 1972 and used as their primary tour bus for the band Wings, is one of the most famous and beloved buses in the world. The superstar vehicle represents more than 50 years of rock and roll history and the monumental chapter of the legendary Beatle's record-breaking career when he went from being in the greatest band in the 60s to next being in the greatest band of the 70s. In the Summer of '72, Paul and Linda McCartney with Denny Laine, Henry McCullough, and Denny Seiwell set flight as Wings and embarked on their first tour titled The Paul McCartney & Wings Over Europe Tour.



The WNO 481 became their official home away from home and played a vital part in the image of Paul's new band and sound fresh after coming off his storied career with The Beatles. The bus, painted with psychedelic



artwork by renowned artist Geoffrey Cleghorn, known for his work with The Rolling Stones, Pink Floyd and The Who, modeled its design after the styling of The Beatles *Yellow Submarine* album cover to make its appearance on the road like a magic bus of love and peace. The open top bus was not a typical rock n' roll tour vehicle as the tour was a family affair with the band members' wives and children coming along for the musical adventure. A children's playpen was installed on the open top deck of the bus as well as mattresses, beanbags and blankets for the band and their families to lie out in the sun during warm summer days. During the Wings' 1972 tour, this bus traveled over 7,500 miles (12,000 kilometers) through nine countries across Europe that



included France, Germany, Belgium, Norway, Sweden, Finland, Denmark, Netherlands, and the United Kingdom with the band's shows and appearances hotly pursued by the media and fans whose word of mouth and press coverage momentum made The Paul McCartney & Wings Over Europe Tour a smash success. As with John Lennon's iconic psychedelic Rolls-Royce and George Harrison's psychedelic Mini, this bus represents a moment in the psychedelic era and its status as the world's first Beatles-related double-decker bus. The bus is a touchstone of Beatlemania and cultural importance as the year of 1972 spurred a wellspring of creativity that inspired McCartney to write Wings' classic songs for *Red Rose Speedway* and record for the Grammy award winning and Oscar nominated classic James

Bond theme song "Live and Let Die." The 1972 Wings Over Europe tour sparked the band's trajectory into superstardom as the best-selling pop act of the 70s with an extraordinary 27 U.S. Top 40 Hits such as "Maybe I'm Amazed," "My Love," "Band On The Run," "Jet," "Junior's Farm," "Listen To What The Man Said," and "Silly Love Songs" and five Number One albums that included the smash albums 1973's *Band on the Run* and 1976's *Wings at the Speed of Sound*. Sir Paul McCartney was inducted into the Rock Hall of Fame twice first with the Beatles in 1988 and as a solo artist in 1999 and knighted by Queen Elizabeth II in 1997.





The interior of the bus has been restored with great detail to bring it back to the condition as it would have been on the 1972 tour. The refinished interior is complimented by wooden bunk beds, which the band member's children would have slept on, and an original Wings tour trunk that was donated to the project by Denny Seiwell. Around the perimeter of the lower cabin are bright yellow curtains that accent the psychedelic's paint scheme of the exterior. Also included is a custom-built cover for the upper deck that displays the graphics "1972 Wings Tour Bus" on the roof.



Prior to being used as the primary tour bus for the band in 1972, this bus began its service on November 3rd, 1953 for Eastern National. This 1953 Bristol KSW 5G ECW double-decker bus is equipped with a Gardner 5LW 7 liter diesel engine mated to a manual transmission. The bus was fully restored by a workshop in Thorpe le Soken, Essex, after being discovered in Spain in a state of decay. Its three year restoration was completed in November 2022 and unveiled at the vehicle's 50th anniversary fete in front of 90,000 visitors at The Classic Motor Show at the NEC Classic Motor Show in Birmingham, United Kingdom where legendary saxophonist, Howie Casey, who had previously played with the band Wings, performed.



In celebration of its historic restoration and highly anticipated upcoming auction, fans will have a chance to win a ticket to ride and experience the special history of this Legend Of Rock & Road in an exclusive Magical History Tour contest sponsored by Hard Rock® Cafe and Julien's Auctions. The tour will take place October 17th. Enter to win a ride through London on the 1972 Wings Bus with the Beatles only secretary, Freda Kelly, October 17th by liking the post on Instagram and tagging a friend you'd like to take on the bus with you. Giveaway closes on Friday, October 13th mid-day. For more information follow both @juliensauctions and @hrcpiccadillycircus

Making the occasion even more magical, the bus will come home to one of Wings' historic concert sites.

On March 18th, 1973 after the completion of the 1972 Wings Over Europe Tour, Paul with Wings made its debut in the UK as the first band to perform at the first Hard Rock® Cafe, Old Park Lane, London. The bus will first stop at the Hard Rock® Cafe Piccadilly Circus to pick up the winners who will board the bus for a private tour of Paul McCartney and Beatles' landmark sites in London hosted by the Fab Four's famed secretary Freda Kelly. Kelly was the one and only secretary who worked for the Beatles and their manager Brian Epstein from 1962 through 1972, and was president of the group's official fan club. Kelly was the subject of *Good Ol' Freda*, the 2013 documentary about her life and times with the Fab Four. Tour stops include Hard Rock® Cafe, Old Park Lane, Abbey Road Studios, Paul McCartney's house, Marylebone station, the Apple Boutique, 34 Montagu Square, 57 Wimpole Street, EMI House, the London Palladium, Brian Epstein's NEMS offices, Apple headquarters (the site of the Beatles' rooftop concert) then looping back to Hard Rock® Cafe Piccadilly Circus before returning to its storage facility.

"Tour buses have been a part of Rock N' Roll music lore for generations and there is no other one quite as famous and remarkable as Paul McCartney's 1972 Wings Tour Over Europe bus," said Martin Nolan, Executive Director and Co-Founder of Julien's Auctions. "This caravan of pure magic and love carried Paul and Linda McCartney with their entire band, children, family members and loved ones during that magical summer of '72 that witnessed the critical and commercial explosion of Wings." Nolan added, "We're proud to offer this automotive superstar that is restored back to its original and full glory and heading to auction for the first time at Julien's. We're also excited to announce today our contest with our long-standing partner Hard Rock® Cafe where some lucky fans will have a chance to win a seat on the ultimate Paul McCartney Wings Beatles Tour with the one and only, Freda Kelly, the Beatles' beloved secretary."

Fans can also view other top highlights of the upcoming Music auction on display at Hard Rock® Cafe Piccadilly Circus in London starting October 17th through October 22nd, before the exhibition heads to Hard Rock® Cafe New York November 6th- November 11th and Hard Rock® Cafe Nashville November 13th- November 17th before the auction.

Julien's Auctions has broken world records with the sale of Beatles memorabilia including John Lennon's acoustic guitar which sold for a record \$2.4 million, Ringo Starr's Ludwig drum kit which sold for a record \$2.2 million, The Ludwig Beatles Ed Sullivan Show drumhead which sold for a record price of \$2.1 million, and The Beatles White Album owned by Ringo Starr that sold for \$790,000, as well as published Starr's best-selling books, *Ringo Rocks: 30 Years of the All Stars* and *Lifted: Fab Images and Memories in my Life with the Beatles from Across the Universe*.

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## JULIEN'S AUCTIONS PUBLIC EXHIBITIONS

Free to the Public

### Public Exhibition:

London: **Hard Rock® Cafe Piccadilly Circus** Criterion Building 225-229 Piccadilly London W1J 9HR

**Tuesday, October 17th -Sunday, October 22nd**

**Free to the Public: Daily: 10:00 a.m. - 11:00 p.m. Greenwich Mean Time**

New York: **Hard Rock® Cafe New York** 1501 Broadway-Times Square New York 10036

**Monday, November 6th-Saturday, November 11th**

**Free to the Public: Daily: 11:00 a.m. - 11:00 p.m. Eastern Time**

Nashville: **Hard Rock® Cafe Nashville** 100 Broadway, Nashville, TN 37201

**Monday, November 13th- Friday, November 17th**

**Free to the Public: Daily: 11:00 a.m. -12 a.m. Central Time**

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## JULIEN'S AUCTIONS LIVE AUCTION LOCATION

**Hard Rock® Cafe Nashville**

100 Broadway

Nashville, TN 37201

## LIVE AND ONLINE AUCTION

**"Played, Worn, & Torn: Rock 'N' Roll Iconic Guitars And Memorabilia"**

**Thursday, November 16th**

**Session I: 7:00 p.m. Central Time (evening)**

**Friday, November 17th**

**Session II: 10:00 a.m. Central Time (day)**

**Saturday, November 18th**

**Session III: 10:00 a.m. Central Time (day)**

## REGISTERING TO BID

Registration is required to bid in this online auction and can be done in person at the exhibition, or online before the sale at the JuliensAuctions.com Registration page to bid by phone, proxy or in person, or online at JuliensLive.com to bid live online, or by calling (310) 836-1818. For inquiries, please email [info@juliensauctions.com](mailto:info@juliensauctions.com) or call 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. Bid over the telephone through an auction house representative.
3. Submit a bid in person at the Julien's Auctions at Hard Rock® Cafe Nashville.
4. Enter Absentee bids. Absentee bid forms are included in the back of each catalogue, and are also available by calling Julien's Auctions or online at [www.juliensauctions.com](http://www.juliensauctions.com).

## ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the auction house to the stars. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, sports and art markets. Julien's Auctions has received international recognition for its unique and innovative auction events, which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Neil Young, Elvis Presley, Frank Sinatra, Jimi Hendrix, Hugh Hefner and many more.

In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.8 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove, which sold for \$480,000 making it the most expensive glove ever sold at auction and two years later, sold Michael Jackson's jacket from "Thriller" for \$1.8 million. In 2020, Julien's Auctions received its third Guinness Book of World Record placement for the sale of Kurt Cobain's "MTV Unplugged" 1959 Martin D-18E acoustic-electric guitar, which sold for \$6 million making it the world's most expensive guitar ever sold at auction. In 2022, Julien's Auctions sold the world's second most expensive guitar ever sold at auction in the sale of Kurt Cobain's "Smells Like Teen Spirit" music video 1969 Fender Mustang electric guitar, which sold for \$4.5 million. Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology. For more information on Julien's Auctions, go to [www.juliensauctions.com](http://www.juliensauctions.com). Connect with Julien's Auctions at [www.facebook.com/JuliensAuctions](http://www.facebook.com/JuliensAuctions) or [www.twitter.com/JuliensAuctions](http://www.twitter.com/JuliensAuctions) or [www.instagram.com/juliens\\_auctions](http://www.instagram.com/juliens_auctions).

**About Hard Rock®:**

Hard Rock® International (HRI) is one of the most globally recognized companies with venues in over 70 countries spanning 290 locations that include owned/licensed or managed Hotels, Casinos, Rock Shops®, Live Performance Venues and Cafes. HRI also launched a joint venture named Hard Rock® Digital in 2020, an online sportsbook, retail sportsbook and internet gaming platform. Beginning with an Eric Clapton guitar, Hard Rock® owns the world's largest and most valuable collection of authentic music memorabilia at more than 87,000 pieces, which are displayed at its locations around the globe. In 2023, Hard Rock® Hotels was honored by J.D. Power's North America Hotel Guest Satisfaction Index Study as the number one Upper Upscale Hotels brand in Outstanding Guest Satisfaction for the fourth time over the last five years. Hard Rock® was also honored by Forbes among the World's Best Employers, as well as Best Employers for Women, Diversity and New Grads, Best Brands for Social Impact, Customer Service All-Star and a Top Large Employer in the Travel & Leisure, Gaming, and Entertainment Industry. HRI became the first privately-owned gaming company designated a U.S. Best Managed Company by Deloitte Private and The Wall Street Journal in 2021, and has since been honored threefold. In the 2022 Global Gaming Awards, Hard Rock® was named Land-Based Operator of the Year for the second time in four years. In 2021, Hard Rock® Hotels & Casinos received first place ranking in the Casino Gaming Executive Satisfaction Survey conducted by Bristol Associates Inc. and Spectrum Gaming Group for six of the last seven years. Hard Rock® International currently holds investment grades from primary investment rating agencies: S&P Global Ratings (BBB) and Fitch Ratings (BBB). For more information on Hard Rock® International, visit [www.hardrock.com](http://www.hardrock.com) or [shop.hardrock.com](http://shop.hardrock.com).

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