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BZ

New Auction Concept a Success Verden Summer Sales

Verden. The first edition of the Hannoveraner Verband's Verden Summer Sales was a success. Under the new, flexible auction concept, the 44 riding horses found new owners either with the "buy now" option or on the final day of the auction. The horses could be test-ridden either at a central presentation event in Verden or at their home stables – a feature that met the customers' needs.

The carefully selected collection ranged from highly promising young prospects for the dressage arena and show jumping course to rideable leisure partners and horses with success in competition. The successful concept of the Hanoverian Society's "High Level" auctions for highly trained, older horses was adapted for younger horses. The presentation event at the Niedersachsenhalle – an unfamiliar venue for the horses – was well received, as was the opportunity to secure one's desired horse at a fixed price using the "buy now" option even before the bid-up began. This opportunity was particularly popular among international customers. A buyer from California secured the For Romance II/Ravallo daughter Farruca De (breeder and exhibitor: J. von der Decken KG, Krummendeich) for 30,000 euros. A total of 13 horses were sold in the price range of 11,000 to 30,000 euros before the final bid-up.

It's "Ciao Bella" for the Bernay/Destano daughter Bella Ciao HRH (breeders: Heiner and Renate Hormann, Landesbergen; exhibitor: Frauke Berner, Altenholz). The stunning black mare, who already has St. Georg placings to her credit, found a supportive home through the November 2020 auction and will now go on to earn sporting merits in Hungary. She was sold for 37,000 euros.

Hannoveraner Rhythmus



Further information: www.hannoveraner.com