

Not for Sale: the 911 Carrera RS 2.7 by classic car expert Simon Kidston

06/01/2025 Simon Kidston has unearthed and sold the rarest classic vehicles in the world, including the most expensive car ever traded. But there is one car he will never sell.

The world-famous classic car dealer Simon Kidston knows the power of time and has built his career on time's ability to infuse desire. Kidston, who was born in the UK, but grew up in Italy, has been selling classic cars for more than 35 years and has even been known to fall under their spell himself. In fact, he has a very special relationship with Porsche sports cars. Most notably, a 911 Carrera RS 2.7, the only vehicle he'll never sell.

"My dad was always into cars," recalls Kidston. "Growing up, two magazines would always arrive at home regularly: *The Motor* and *Christophorus*. And there was always a fast car in the garage at home." There's also the fact that his father, Home Kidston, a former Royal Navy officer, was an avid race car driver. Just like Simon's uncle Glen Kidston, who was a renowned British motorsport competitor and pilot in the early 20th century.

Rare collector's vehicles

Simon Kidston was 21 years old when he had the opportunity to get his foot in the door in 1988 and applied for a junior role at Coys of Kensington auction house. “When I didn’t hear back, my cousin got involved and put in a good word for me.” And it worked. A three-month trial turned into eight years in the classic car auction world.

“I absolutely loved it,” says Kidston. “And because I spoke French and Italian, I could talk to European clients nobody else could.”

He next joined auction house Brooks (later Bonhams) and moved to Geneva to establish their European operations.

And then in 2006, unsurprisingly, Kidston founded his own company, Kidston SA, which operates from the stunning La Maison des Paons on Avenue Pictet-de-Rochemont. He applied what he had learned about the world of classic cars over the past 18 years to his own company – and soon established a reputation as one of the leading international dealers of rare collector vehicles.

In addition to Geneva, Kidston also has branches in a variety of other locations, from Modena to Dubai.

Most expensive car of all time

The 57-year-old now no longer works as an auctioneer, but as a broker and classic car consultant – and thus continues to be at the center of numerous legendary classic car auctions. This includes the purchase of a Mercedes-Benz 300 SLR, the most expensive car of all time to date, which changed hands for 135 million euros at an auction held by Sotheby’s Europe in 2022. Kidston bid for the car on behalf of his client. His personal highlights, however, are the sports cars from Stuttgart-Zuffenhausen. Time and again he crosses paths with extraordinary models, resulting in some unforgettable moments.

One such example is the Porsche collection of former dealer and collector Vasek Polak, which went under Kidston’s hammer.

“It included two Porsche 959 prototypes and a Porsche 917 K – the car that Vic Elford and Gérard Larousse drove to victory at Sebring in 1971. I remember thinking that was the most gorgeous car I'd ever seen. I later came this close to buying one in 2007,” he says, making a small gap between his index finger and thumb. “That's the one that got away.” Other Porsche sports cars have helped fill the void. “I owned a black Carrera GT,” says Kidston. “And I previously bought a 911 in Amethyst Metallic.” He found that 911 Carrera RS (964) under a tarp in a customer's garage. “When I saw it was registered in Siena, which is where I grew up in Italy, I immediately fell for it. I owned it for a few years, and it was great fun.”

And then there are the extraordinary Porsche stories that Simon Kidston will never forget for as long as he lives, such as the experience he associates with the brand's first super sports car. "Some years ago, I was in Stuttgart when my wife went into labor back in Geneva. My colleague and I jumped into his Porsche 959, and I will never forget driving fast at night in the rain. I arrived in time for my son's birth."

The 911 is part of the family

But there's another car that's even more important to Kidston. "Without a doubt, it's the 1973 911 Carrera RS 2.7 in Signal Yellow," he says, referring to the Touring version his father ordered as a new car.

It was Kidston senior's second Porsche model and replaced his Polo Red 1967 Porsche 911 S (original 911). The RS 2.7, however, is the first Porsche model in Simon Kidston's life that he can remember. "In 1985, my father and I drove the RS on the German autobahn to get the car serviced in Zuffenhausen. I had never been that fast in my life, in any car," he says. The 911 has been a member of the family forever and has helped create new memories over the years.

The 911 passed into Simon Kidston's hands when his father died in 1996, ensuring the unforgettable drives would continue. Kidston even drove his father's ashes to their final resting place in Wales in the Carrera RS. And after visiting his girlfriend's parents in Scotland, Simon Kidston asked for her hand in marriage on the way home.

Unforgettable experiences

"Before she could reply, blue lights appeared in the rear-view mirror," says the collector. "Her answer had to wait. Despite getting six points on my driver's license for speeding, in the end it was 'Yes.'" And the 911 played an important role in the next milestone of his life as the Kidstons' wedding car. Moreover, as the first car that Kidston's son was able to drive legally on his 17th birthday, the 911 has also provided unforgettable experiences for the third generation of the family.

Today, the sports car has 112,000 kilometers on the odometer and is kept in England, where Kidston has a home. "I love how this car feels like a glove," he says with excitement. And it's difficult to let go of anything that rewarding. According to Kidston, the 911 Carrera RS 2.7 is the one vehicle that should always stay with his family – and never be sold.

"This 911 is a part of my family's history. It's the car I grew up with," explains Kidston. "It's the car that gave me my appreciation of sports cars. I like to think my kids will keep it forever."

Info

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Path: Not for Sale: the 911 Carrera RS 2.7 by classic car expert Simon Kidston/Images/img_1.jpg
Title: 911 Carrera RS 2.7, Simon Kidston, 2024, Porsche AG
Subline: Expertise: Simon Kidston has been selling classic cars for more than 35 years.

Path: Not for Sale: the 911 Carrera RS 2.7 by classic car expert Simon Kidston/Images/img_3.jpg
Title: 911 Carrera RS 2.7, Simon Kidston, 2024, Porsche AG
Subline: An eye for detail: Simon Kidston selected a matching shirt for the get-together in England. Signal Yellow is an eye-catcher here, too.

Path: Not for Sale: the 911 Carrera RS 2.7 by classic car expert Simon Kidston/Images/img_4.jpg
Title: Home Kidston, 2024, Porsche AG
Subline: Home Kidston (left), the father of Simon Kidston, was an avid race car driver. Pictured here with a race car from the beginning of the 20th century.

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