

EVENTS/CAUSES

Robb Report curates lifestyle for auto show auction

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Robb Report September 2015 cover

By STAFF REPORTS

Lifestyle publication Robb Report is gearing up for the North American International Auto Show's luxury event The Gallery.

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The official media sponsor of the NAIAS has curated a silent auction for the 500 high net worth individuals expected to attend throughout the course of the six-hour evening. As the official kick off to the automotive show, the Jan. 9 event will enable Robb Report to highlight its editorial approach beyond cars.

Up for bid

For the ninth annual edition of The Gallery, Robb Report put together a silent auction featuring both experiences and merchandise.

Guests can bid on an eight-day European river cruise from Uniworld Boutique River Cruise Collection, valued between \$6,000 and \$10,000. A shop and stay experience pairs fashion seeking at Miami's Aventura Mall and accommodations at Turnberry Isle Miami.



Louis Vuitton at Aventura Mall

For sports fans, a Cleveland Cavaliers package gives access to the team with four courtside seats and dinner and drinks in the owner's suite.

Other items up for grabs include a custom suit from Italian tailor Isaia and a Kalamazoo outdoor pizza oven, valued at \$6,795.

Held at the MGM Grand Detroit and featuring a dinner by celebrated chef Wolfgang Puck, tickets for the event are \$500 per person. As guests peruse the items up for bid, they can walk among a collection of cars that totals \$7 million, including Aston Martin, Bentley, Lamborghini and Rolls-Royce vehicles.

All of the proceeds for the night will go to the Detroit Auto Dealers Association's [Charitable Foundation Fund](#), which gives out grants to regional nonprofits.

Following The Gallery, Robb Report will be reporting live from its two-floor NAIAS studio, which will hold a display of luxury cars including the Rolls-Royce Dawn and a 1969 Lamborghini Miura. This will include interviews with automotive designers from the likes of BMW and Rolls-Royce, as well as discussions with local leaders.

"Robb Report brings an exciting dynamic to the NAIAS show floor for Preview Week, both from the vehicles they'll have on display, to the interviews they'll conduct with some of the auto industry's most influential individuals," said Paul Sabatini, 2016 NAIAS chairman, in a statement. "The vehicle line-up Robb Report has put together, ranging from cutting-edge supercars to priceless classics, is unlike anything we've ever had on display in one exhibit at NAIAS."

Robb Report has found other ways of bringing its content to life.

The magazine is taking its wealth of knowledge to the skies with a travel experience in partnership with private jet tour company TCS World Travel.

Each month, Robb Report covers the best in luxury automotives, jewelry and watches and hospitality, among other topics, making the publication a revered source of trusted knowledge for its affluent readers. Now, the publication is presenting its insights physically by offering 52 readers a 23-day trip "Around the World with Robb Report: A Global Journey by Private Jet" ([see story](#)).

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