

AUTOMOTIVE

Robb Report's 2018 Car of the Year event to benefit Napa Valley, CA fire relief

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After Napa Valley was devastated by fires, Robb Report will use this year's event to raise funds and awareness for relief efforts. Image credit: Robb Report

By DANNY PARISI

Lifestyle publication Robb Report is returning to Napa Valley, CA for its 16th annual Car of the Year event, which brings automakers and experts together to test drive and pick a definitive winner for the year from the latest crop of models.

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The Fairchild Fashion Media-owned title sees this year's event as especially important given the recent wildfires that caused devastation throughout the Napa Valley and Sonoma County area. As an act of goodwill toward the region, which has hosted the event for 15 years, all proceeds from this year's event will benefit relief efforts for those impacted by the devastating fires.

"Robb Report may have 17 international editions around the world, but we've always considered Napa Valley to be our home away from home," said David Arnold, managing director at **Robb Report**. "The destination has been the host of our signature Car of the Year event for 15 years, and we along with our brand partners and RR1 members, routinely count down the days until our return each year.

"Our hearts and prayers go out to every individual, family and local business that was impacted by the disastrous fires. We cannot fathom the loss nor the heartbreak."

Car of the Year

Each year the automotive industry releases new models catering to all levels of luxury car enthusiasm.

For the past 15 years, Robb Report has been hosting an event that lets some of these brands' biggest customers and readers of its magazine come out for a week to California's Napa Valley and test-drive the cars.

This year's event sees models from Audi, Aston Martin, Lamborghini and Cadillac all represented among the list of contenders.

Over the course of the week, attendees will get the chance to experience these cars for themselves, driving them

through the snaking hills and winding paths of Napa Valley before the group comes together and votes on which car is deserving of the "Car of the Year" title.



Car of the Year will feature food and wine from local businesses. Image credit: Robb Report

This year, Robb Report has collaborated with Michelin-starred chefs and world-class sommeliers and vintners to create an alluring culinary experience in addition to a memorable automotive one.

Robb Report sees this year's event as particularly special as it is an opportunity for the magazine and its audience to give back to the area that has hosted them for more than a decade.

After tragic fires caused severe damage to the area earlier this year, Robb Report is using this year's event to raise both funds and awareness for the ongoing relief effort.

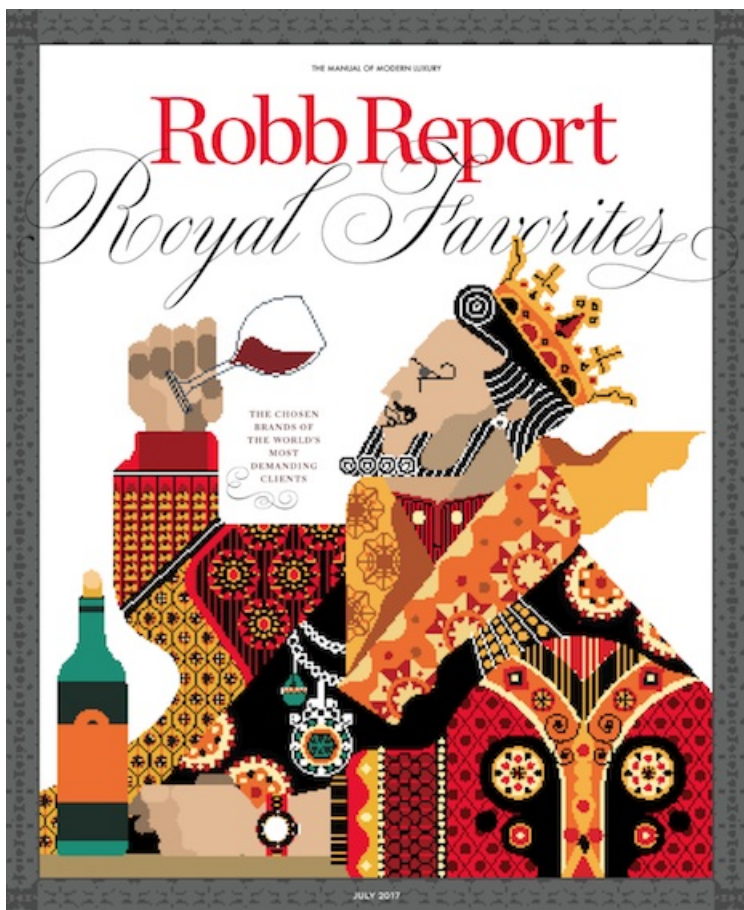
In addition to donating proceeds from the event to relief efforts, Robb Report is going out of its way to patronize local businesses for the event as a means of showing solidarity and support.

Napa Valley

Outside of the auto world, one of Robb Report's more recent projects was an issue commemorating the power and appeal of royal warrants in luxury.

British luxury goods house Asprey and automaker Aston Martin were among the royal warrant-holding brands to be celebrated in lifestyle publication Robb Report's July edition.

Robb Report's feature offered the title's discerning audience an exclusive and confidential look at the luxurious world of royal warrants. While most royal families no longer have a firm hand in government, the mark of distinction given to their favored brands continues to set royal warrant holders from their peers in terms of quality and excellence ([see story](#)).



Robb Report's July 2017 issue is dedicated to royal favorites. Image courtesy of Robb Report

Most recently, Robb Report underwent a 360-degree brand refresh to further establish the title as the "manual of modern luxury."

The refresh includes a redesigned print magazine, timed to drop with Robb Report's annual "Best of the Best" listorial, now in its 29th year, and a new, fully responsive Web site. The magazine sector is currently booming with niche publications, giving publishers added incentive to ensure that their title stands apart from the crowd ([see story](#)).

As one of the first big events since the publication's complete redesign, this year's Car of the Year event will be an opportunity for Robb Report to show off its new and improved identity.

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