

AUTOMOTIVE

Rally Rd. showcases alternative investments in SoHo showroom

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An online investment platform opened its first showroom. Image credit: Rally Rd.

By SARAH RAMIREZ

Investment platform Rally Rd. is embracing an omnichannel strategy with the debut of its first experimental showroom in New York's SoHo neighborhood.

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Rally Rd.'s "The Store at 250 Lafayette" opened to the public on Jan. 17 and serves as a space for customers to view and interact with some of the company's rare assets before investing. The platform allows users to purchase shares of alternative investments, with a focus on luxury automobiles, at an accessible price.

"We are offering our investors the ability to be true equity owners of these assets and part of their history, so we felt that they should have the ability to interact with them in person," said Chris Bruno, CEO at [Rally Rd.](#), New York.

"Having the ability to experience a physical version of our investment platform adds another layer and benefit to being a part of our community and a deeper emotional connection to the investments and the brand."

Investment showroom

The Store will allow Rally Rd. to facilitate live investing in a location that is part showroom and part event space. In addition to exhibiting unique investments, the public can also purchase shares or merchandise at The Store.

To celebrate the opening of the space, Rally Rd. is displaying a 1980 Lamborghini Countach Turbo, one of two in the world. The Lamborghini is exhibited as if it were a work of art.



The centerpiece of the showroom is a rare 1980 Lamborghini Countach Turbo. Image credit: Rally Rd.

After the vehicle was acquired by Rally Rd., it was turned into a “stock” through a process similar to an initial public offering.

Investors can own a piece of it for \$100 a share – a significantly lower entry point than would normally be associated with such a rare asset.

“We also offer a secondary market where the shares can be traded, providing interim liquidity before the asset is actually sold, and a market-based way to revalue the assets on a regular basis,” Mr. Bruno said.



Screenshots of the Rally Rd. investment platform

Many digital brands opt to step foot into physical locations with temporary pop-ups, which Rally Rd. did in 2018 with a two-week event space at 40 Wooster St. in SoHo. With The Store, however, the company is making a longer bricks-and-mortar commitment.

The startup plans to update The Store every few weeks with new vehicles, changing the design and merchandise to reflect each specific asset. Similar to a traveling exhibit, Rally Rd. hopes to open more showrooms in other cities across the United States.

Alternative investments

While Rally Rd. aims to make investing in rare and valuable vehicles accessible for the masses, the wealthy have long dominated car collecting and investing.

For luxury collectors to get the most out of their investments, they need to focus on quality and passion, according to a group of industry experts.

At a panel hosted by auction house Phillips, speakers emphasized that while each generation may have different tastes, quality is timeless.

The panelists agreed technology is also having an impact on the entire luxury market and encouraged collectors to turn to brands that innovate, rather than those that follow trends ([see story](#)).

Despite the significant time and money wealthy individuals put into collecting art or automobiles, a report from UBS finds that wealthy individuals typically do not prioritize the value of these assets.

For the quarter of well-off consumers who consider themselves collectors, passion tops the list of reasons why they

choose to build collections, with profit a consideration for only 13 percent ([see story](#)).

“While we sell digital securities through an app, we have the benefit that all of our investments are backed by a tangible hard asset, like collectible cars, high-end memorabilia and collectibles, premium wine and whisky and rare watches,” Rally Rd.'s Mr. Bruno said.

“All of the investments are backed by individual rare and appreciating assets,” he said. “We don't have any commissions, management fees, share minimums, preferred shareholders or accreditation requirements, so we have truly democratized alternative asset investing for everyone.”

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