

TIMES CHANGE. MARKETS RISE AND FALL.
BUT FOR MORE THAN A CENTURY AND A HALF,
EVERY HANDMADE STEINWAY PIANO
HAS INCREASED IN VALUE.



HOW WOULD YOU DEFINE YOUR IDEAL INVESTMENT?

Something that increases significantly in value? Of course. But maybe an investment can offer greater rewards as well. Something of exceptional quality. Something that endures. Something handmade, and one of a kind. Something to treasure. Something to share with your family. Something that enriches your life every day. By that definition, a Steinway piano is not only an incomparable musical instrument, but also an investment instrument unique in all the world. Since 1853, Steinway pianos have been handmade to last for generations, and do. Their longevity and incomparable sound are the product of the artistry and pride of Steinway craftspeople, who avoid any compromise in time or materials. As a result, while other piano brands depreciate in value, Steinway pianos have established a history of legendary financial appreciation over the course of more than a century and a half. Owning a Steinway piano is a rare opportunity to invest in beauty, craftsmanship, endurance, performance and joy.



A 50-YEAR-OLD STEINWAY
COMMANDS A PRICE
MORE THAN NINE TIMES
ITS ORIGINAL COST

9.3

TIMES HIGHER
THAN
ORIGINAL COST

2.1


TIMES HIGHER
THAN
ORIGINAL COST

PRESENT VALUE
BUILT 1985

PRESENT VALUE
BUILT 1960

HISTORICAL APPRECIATION OF
STEINWAY GRAND PIANOS

*Actual NY retail prices for Steinway Model B piano used.
Other models vary slightly based on model but follow the same overall trend.*

A close-up, low-angle shot of a Steinway piano's action mechanism. The focus is on a gold-colored metal part, likely a hammer flange, which has the word "STEINWAY" embossed in large, black, serif capital letters. The background shows the intricate mechanical parts of the piano, including the hammer flippers and the hammer flange, all bathed in a warm, golden light. The lighting creates strong highlights and deep shadows, emphasizing the texture and precision of the instrument's components.

“STEINWAY & SONS INHABITS A PECULIAR PLACE IN AMERICAN BUSINESS. IT LIES SOMEWHERE BEYOND THE P/L, THE QUARTERLY BUDGETS, AND THE ANALYSTS’ CALLS. IT LIES IN A PLACE WHERE SKILLS AND CRAFTSMANSHIP ALMOST SUPERSEDE THOSE WORLDLY WORRIES.”

FORTUNE, 2003

THE BEST TIME TO INVEST IN A STEINWAY PIANO IS ALWAYS THE SAME: TODAY. THAT'S BECAUSE, WHEN FACTORY PRICES OF NEW STEINWAY PIANOS INCREASE, THE VALUE OF EXISTING STEINWAY PIANOS ALSO RISE. THE FOLLOWING IS A HISTORICAL LISTING OF PRICES BASED ON THE US MARKET.

YEAR	MODEL D-274
1900	\$1,400
1925	\$2,700
1950	\$6,900
1975	\$13,500
2000	\$83,100

YEAR	MODEL B-211
1900	\$1,050
1925	\$1,925
1950	\$4,475
1975	\$8,900
2000	\$54,900

YEAR	MODEL S-155
1935	\$885
1945	\$1,524
1950	\$2,585
1975	\$5,540
2000	\$32,400

“A TEN-YEAR-OLD STEINWAY IN GOOD CONDITION USUALLY SELLS FOR ABOUT 75 PER CENT OF THE CURRENT RETAIL PRICE, WHICH GOES UP ABOUT 4 PER CENT EACH YEAR.”

REUTERS, NOVEMBER 2003

“STEINWAY PIANOS DON’T ONLY SET STANDARDS IN TERMS OF SOUND, TOUCH, TECHNICAL QUALITY – AND BEAUTY. ASIDE FROM ALL MUSICAL PLEASURE, THEY ARE AS **MASTERPIECES OF CRAFTSMANSHIP** AN EXTRAORDINARY INVESTMENT THAT PAYS OFF IN THE LONG TERM.”

WELT AM SONNTAG, 2011



“NO OTHER MANUFACTURER ALLOWS ITSELF A WASTE FACTOR OF 80 PER CENT IN THE USE OF WOOD FOR THE SOUNDBOARD. AND NO OTHER PIANO MANUFACTURER IN THE WORLD BUILDS THE 12,000-PIECE INSTRUMENT BEGINNING WITH THE CASE, THE SO-CALLED RIM, FROM THE OUTSIDE TO THE INSIDE IN 80 PER CENT BY HAND.”

MANAGER MAGAZIN, 2007





“IT’S A HECK OF A LOT BETTER INVESTMENT THAN THE STOCK MARKET.”



DEVOE MOORE
OWNER OF THE US\$675,000 STEINWAY ONE-OF-A-KIND
ALMA-TADEMA RE-CREATION (PICTURED RIGHT)
AND OWNER OF THE TALLAHASSEE ANTIQUE CAR MUSEUM



“THE RECORD PRICE EVER PAID FOR A PRE-OWNED STEINWAY AT AUCTION WAS US\$1.2M IN NEW YORK IN 1997. THE PIANO CASE HAD BEEN DECORATED BY THE FAMOUS ARTIST SIR LAWRENCE ALMA-TADEMA AT THE TURN OF THE LAST CENTURY.”
FREDERICK WINSHIP, 2003

“IT SEEMS THAT THE MEDIA COVERAGE (REGARDING A STEINWAY PURCHASE BY BOWIE STATE UNIVERSITY) OF THIS MATTER CLEARLY DOCUMENTED THE ADVANTAGES OF A LONG-TERM INVESTMENT IN DURABLE AND HIGH-QUALITY INSTRUMENTS.”

THE JOURNAL OF PERFORMING ARTS LEADERSHIP IN HIGHER EDUCATION
VOLUME II – AUTUMN 2011

THE INCOMPARABLE SOUND AND TOUCH OF HANDMADE STEINWAY PIANOS HAVE CREATED AN INSEPARABLE RELATIONSHIP WITH THE WORLD'S MOST GIFTED ARTISTS. THE OVERWHELMING MAJORITY OF TODAY'S CONCERT PIANISTS PERFORM EXCLUSIVELY ON STEINWAY PIANOS, ALTHOUGH THEY ARE NOT PAID TO DO SO.





FILL YOUR HOME WITH ENJOYMENT THAT NO ONE CAN PUT A PRICE ON.

As any Steinway piano owner would tell you, their piano is a treasured member of the family. An intelligent financial investment, without question. But also the source of unforgettable moments with family and friends. With a Steinway in your life, the ability to leave the cares and compromises of the world behind is always at your fingertips. We invite you to visit your exclusive Steinway piano dealer for a personal presentation of handmade Steinway pianos, including:

- ... the classical piano in ebonised or colour high polish
- ... the Crown Jewel Collection of prized wood veneers
- ... the fascinating range of Limited Editions, Special Collections or one-of-a-kind masterpieces

What other investment can promise to be so financially and emotionally rewarding at the same time?



STEINWAY & SONS

WWW.STEINWAY.COM

