



A LEGENDARY INVESTMENT.

Since 1853, Steinway pianos have been handmade to last for generations, and do. As a result, while other piano brands depreciate in value dramatically as years go by, Steinway pianos have a unique and remarkable history of financial appreciation. In fact, a vintage Steinway grand piano can be expected to increase in value to many times its original purchase price. When you also consider that each Heirloom Collection piano is restored and certified by Steinway & Sons, you can be confident that you are making a sound investment.

Yet, as compelling as the financial reasons may be for owning a Steinway Heirloom Collection piano, the musical rewards are even greater. A Steinway piano will fill your home, and your heart, with sound and enjoyment that no one can put a price on. As the proud owner of an Heirloom Collection piano, you can be assured that you and your family will share the joy of playing one of the finest vintage Steinway pianos in the world.



Survey of pre-owned Steinway piano sales, June 2003.



THE STEINWAY HEIRLOOM COLLECTION.®

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THE STEINWAY & SONS HEIRLOOM COLLECTION.®

WHEN YOUR DESIRE FOR A VINTAGE STEINWAY PIANO IS 100% GENUINE.

Vintage Steinway pianos are among the world's most treasured possessions. They are eagerly sought by passionate piano lovers, collectors and investors, and prized for their unique beauty and the enduring warmth and power of the Steinway sound. However, vintage instruments can vary widely in terms of quality, authenticity and value. The Heirloom Collection was created to clearly distinguish the finest vintage Steinway pianos in the world. Unlike pianos you may find elsewhere, the restoration quality and authenticity of these magnificent instruments are 100% certified by Steinway & Sons. Each Steinway Heirloom piano is a handcrafted work of art, expressing the unique design elements and personality of the historic era in which it was created.



A Steinway craftsman working on the underside of a proprietary Steinway diaphragmatic soundboard.

100% genuine Steinway parts are allowed. Other piano re-builders, however, may use unapproved and lesser quality parts. If a vintage Steinway piano does not have 100% genuine Steinway parts, it not only compromises the piano's performance, but resale value will be significantly diminished.

When completed, each vintage Heirloom Collection instrument proudly carries the same warranty as a new Steinway & Sons piano, and is distinguished by a medallion placed inside the lid and a signed Certificate of Restoration.

THE ONLY VINTAGE PIANOS CERTIFIED BY STEINWAY & SONS

The art of properly rebuilding a piano has been described as the musical equivalent of restoring its soul. We take this responsibility very seriously. So, each piano selected for the Heirloom Collection is entrusted to the uncompromising Steinway standards and craftsmanship that originally created it.

Steinway craftsmen have meticulously rebuilt the pianos of renowned performing artists and foreign heads of state, as well as invaluable art case pianos including the historic White House Steinway presented to President Roosevelt in 1938.

Whether an Heirloom Collection instrument requires custom refinishing, or replacement of the action or soundboard, only



The authenticity of each Heirloom Collection Steinway piano is guaranteed.