



Left: Marcus and
Darshana Ubi



Luxury supercar lifestyle brand Verve Rally marked nearly a decade of extraordinary journeys with the official launch of its 2026 rally routes at Lotus Cars Mayfair last month. The private event welcomed members, celebrities and VIP guests for a memorable celebration that featured rare automotive icons, including the Lotus F1 John Player Special and the 2,000-horsepower all-electric Lotus Evija. The event was supported by Grosvenor Casinos, Mayfairsilk and Savile Row Gin.

Founded by Marcus Ubi, a passionate driver and supercar aficionado, and entrepreneur Darshana Ubi, the Verve Rally experience blends scenic driving routes with curated five-star stays, fine dining and bespoke events and is designed to appeal equally to men and women.

Since its inception, Verve Rally has completed 17 successful rallies across 14 countries, with no two routes ever the same. This itinerary for late summer 2026 will culminate in Monaco and the south of France, alongside a bold new route through Europe and the Middle East.