ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE SILVER GHOST RE-ENACTS TRIUMPHANT

LONDon-EDINBURGH RUN 110 YEARS ON

Thursday 23 September 2021, Goodwood, West Sussex **Embargo: 09:00 BST**

* 20-Ghost Club re-enacts historic London-Edinburgh Trial of 1911 with the winning Silver Ghost, chassis number 1701
* Starting from the Royal Automobile Club, Pall Mall, the two-day run replicated as much of the original route along the Great North Road as possible
* Trip ends with a celebration at Rolls-Royce Motor Cars Edinburgh
* Gearbox locked in top gear for the entire journey to Edinburgh, as required in the original event

*“The Silver Ghost is arguably the most famous Rolls-Royce model of all time. It was through its success in the early trials of speed, reliability and endurance that it earned Rolls-Royce its reputation as 'the best car in the world'. Winning the 1911 London-Edinburgh Trial was a landmark moment for Silver Ghost 1701: that the same car, now a priceless collector's item, can repeat the endeavour 110 years later is testament to its remarkable engineering, materials and build quality. Our sincere congratulations to our friends at the 20‑Ghost Club on this fantastic achievement."*

**Andrew Ball, Head of Corporate Relations, Rolls-Royce Motor Cars**

History literally repeated itself recently, as Rolls-Royce Silver Ghost 1701 re-enacted its astonishing run in the 1911 London-Edinburgh Trial.

The car, designed as an 'Experimental Speed Car', won the original event locked in top gear for the entire 799-mile return trip between the two capitals. Given the primitive state of Britain's Edwardian roads, its average speed of 19.59 mph was highly impressive – and its then unheard‑of fuel efficiency of over 24 mpg even more so. To prove that the car had not been modified in any way, it achieved 78.2 mph on a half-mile speed test conducted immediately after the Trial; it also became the first Rolls-Royce to exceed 100 mph in a later test at the fabled Brooklands circuit in Surrey.

The re-enactment was as faithful to the 1911 event as possible. The car, now a priceless collector's item and wearing registration R-1075, departed from the Pall Mall headquarters of the Royal Automobile Club (which oversaw the original Trial) at 06.00 on Sunday 5 September 2021, then travelled to Edinburgh on a route that followed the old Great North Road as closely as practicable – locked in top gear just as it was 110 years before.

To add to the spectacle and sense of occasion, 1701 was accompanied by a further nine Rolls‑Royce Silver Ghosts, all of a similar age and in equally magnificent condition, from the 20-Ghost Club. And to complete the pageant, the cavalcade was escorted all the way to Edinburgh by a brand-new Ghost, handbuilt at the Home of Rolls-Royce at Goodwood and finished in Tempest Grey.

The run concluded with a grand reception at Rolls-Royce Motor Cars Edinburgh on Monday 6 September 2021.

Andrew Ball said, “Silver Ghost 1701 has a unique and special place in the marque's history and affections. It's difficult to think of many machines that can still perform exactly as they did 110 years ago; this extraordinary car is a remarkable tribute to our predecessors who designed, engineered and built it. We're proud to continue their work and uphold their values in today's Rolls-Royce motor cars – which are still the best in the world."

- ENDS -

## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [**PressClub**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

## CONTACTS | Goodwood

**Director of Global Communications**   
Richard Carter  
+44 (0) 1243 384060 / [Email](mailto:richard.carter@rolls-roycemotorcars.com)

**Head of Corporate Relations**Andrew Ball  
+44 (0) 7185 244064 / [Email](mailto:andrew.ball@rolls-roycemotorcars.com)

**Head of Global Lifestyle Communications**Emma Rickett  
+44 (0) 7815 244061 / [Email](mailto:emma.rickett@rolls-roycemotorcars.com)

**Head of Global Product Communications**Matthew Jones  
+44 (0) 7815 245929 / [Email](mailto:matthew.jobes@rolls-roycemotorcars.com)

**United Kingdom**  
Isabel Matthews  
+44 (0) 78152 45127 / [Email](mailto:isabel.matthews@rolls-roycemotorcars.com)

CONTACTS | REGIONAL  
 **Asia Pacific – North**  
Rosemary Mitchell  
+81 (0) 3 6259 8888 / [Email](mailto:rosemary.mitchell@rolls-roycemotorcars.com)

**Asia Pacific – South**  
Hal Serudin  
+65 8161 2843 / [Email](mailto:hal.serudin@rolls-roycemotorcars.com)

**Central and Western Europe**   
Ruth Hilse  
+49 (0) 89 382 60064 / [Email](mailto:ruth.hilse@rolls-roycemotorcars.com)

**Central/Eastern Europe and CIS**  
Frank Tiemann  
+49 (0) 160 9697 5807 / [Email](mailto:frank.tiemann@rolls-roycemotorcars.com)

**China**  
Anna Xu  
+86 10 84558037 / [Email](mailto:anna.xu@rolls-roycemotorcars.com)

**Middle East and Africa**   
Rami Joudi  
+971 56 171 7883 / [Email](mailto:rami.joudi@rolls-roycemotorcars.com)

**Russia**   
Malika Abdullaeva  
+7 916 449 86 22 / [Email](mailto:malika.abdullaeva@press.rolls-roycemotorcars.ru)

**The Americas**  
Gerry Spahn  
+1 201 930 8308 / [Email](mailto:gerry.spahn@rolls-roycemotorcarsna.com)