ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE CELEBRATES  
112 YEARS OF THE SPIRIT OF ECSTASY

6 February 2023, Goodwood, West Sussex **(Embargo: 13.00 GMT)**

Today, Rolls-Royce Motor Cars celebrates the anniversary of its Spirit of Ecstasy mascot, first registered as intellectual property of Rolls-Royce on 6 February 1911. Ever since she has been universally recognised, respected and admired – with a poise and grace that makes her a global icon.  
  
She’s changed with the passage of time. At various points in her long life she’s adopted different stances, sometimes stood slightly taller or shorter, and allowed the wind to sculpt her flowing garments in subtly altered forms.

She celebrates her anniversary in her most streamlined and athletic guise, having been specially recreated in 2022 for the marque’s all-electric Spectre, itself the most aerodynamic Rolls-Royce ever. She’s also truly ageless: today, she more closely resembles the original drawings made in 1911 by her creator, the illustrator and sculptor Charles Sykes, than she’s ever done.

The origins of the Spirit of Ecstasy are the substance of legend and myth, as well as recorded fact, with some details still veiled in mystery and intrigue. Her backstory involves many of the foundational characters in Rolls-Royce’s own history, including the marque’s first managing director, Claude Johnson.

To Rolls-Royce customers and fans around the world, she personifies ambition, achievement, excellence and success. She inspires greatness – every motor car on which she graces has to be worthy of her presence.

- ENDS -

## 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. 2,500 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.

## 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).

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