**Rolls-Royce**

## Media Information

**ROLLS-ROYCE MOTOR CARS ANNOUNCES NEW FOOTHOLD IN SPAIN**

**14 January 2019,**, Goodwood

* **Rolls-Royce Motor Cars Barcelona to offer full portfolio of motor cars**
* **Strategic market as regional luxury industry grows by nearly 10%**
* **New facility to showcase redesigned Bespoke Studio**

Today, the House of Rolls-Royce extends its presence in Spain, reflecting the marque’s confidence in growing demand for true luxury products in the country. Located in the centre of Barcelona, the showroom will be supported by a partner with significant experience in the luxury automotive sector.

The new Barcelona showroom will serve a highly relevant market for Rolls-Royce Motor Cars. In 2017, sales of luxury products and services in Spain rose by nearly 10% year-on-year – faster than anywhere else in the world thanks to the continued rise in entrepreneurial growth and overseas investment. Independent analysis suggests that the value of the luxury business in the country could double by 2025.

Julian Jenkins, Regional Director, Rolls-Royce Motor Cars, says, “Our new partner in Spain brings significant business experience to the brand and is well equipped to meet the demanding level of customer service expected from the marque. Rolls-Royce Motor Cars Barcelona extends our presence across Western Europe, serving increased interest in the Rolls-Royce brand, our new models and our unrivalled capability in Bespoke. Much of which is being driven by a younger profile of entrepreneurs and industry leading professionals.”

Humair Zafar Maniar, Chief Executive Officer of Spirits of Speed Catalunya S.L., trading as Rolls-Royce Motor Cars Barcelona, says, “A brand with no equal, the Rolls-Royce Motor Cars name is truly synonymous with refined luxury – a name we use to define everything which is perfect. For the last 22 years I have been fortunate enough to be a customer of this great brand, and today I wish to share my good fortune with the people of Barcelona and introduce to them the greatest cars ever manufactured.”

The Bespoke studio within the new showroom will offer prospective clients a relaxed atmosphere in which to commission their Rolls-Royce motor car. More extensive personalisation will be enabled by engaging directly with the designers and craftspeople at the Home of Rolls-Royce in Goodwood.

The marque’s full portfolio of motor cars will be offered by Rolls-Royce Motor Cars Barcelona, including the new Cullinan, the new model Phantom family (Phantom and Phantom Extended Wheelbase), the Ghost family (Ghost and Ghost Extended Wheelbase), Wraith, Dawn and the brand’s range of dynamic and bold Black Badge models. Rolls-Royce Motor Cars Barcelona will offer both new and Provenance Pre-Owned cars, as well as full aftersales services offering local customers a convenient alternative to the authorised Rolls-Royce service workshop already established in Madrid.

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**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 2000 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](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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