**Rolls-Royce**

## Media Information

**ROLLS-ROYCE HOSTS CELEBRATION OF LUXURY ON THE PISTES OF COURCHEVEL 1850**

26 February 2019, Goodwood

* Patrons of luxury enjoyed après ski gathering hosted in collaboration with Pacha
* Held on the terrace of Hôtel Le Lana alongside iconic Bellecote piste, Courchevel 1850
* Event curated as part of innovative Social Hot Spot programme

The success of the House of Rolls-Royce is built on an unparalleled understanding of the lifestyles of the remarkable men and women who patronise the brand. Therefore, the marque fundamentally believes in serving a gentle presence in pinnacle enclaves such as Courchevel 1850, where Rolls‑Royce Motor Cars will remain until 10 March as part of the innovative Social Hot Spot programme. As well as ensuring that the brand’s patrons are never without the benefit of a Rolls-Royce motor car, this highly Bespoke programme allows clients to build on the rich dialogue they have with the marque, further integrating the world’s pinnacle luxury house into their lifestyles.

Clients enjoying winter sports in ‘Les Trois Vallées’ region of France expressed a desire for Rolls-Royce to host a highly contemporary après ski party in the exclusive Alpine resort of Courchevel 1850. The marque called upon historic brand, Pacha, widely credited with founding the Ibizan party movement, to create a truly memorable gathering for connoisseurs of luxury on the terrace of the Hôtel Le Lana, overlooking the Bellecote piste of this storied resort.

Julian Jenkins, Regional Director, Rolls-Royce Motor Cars, says, “The House of Rolls-Royce continuously strives to enrichen the relationship with our clients by offering unique experiences. The overwhelmingly positive response to the Pacha event once again demonstrates the brand’s instinctive understanding of our customers and their highly unique lifestyles.”

- 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. 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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