**Rolls-Royce**

## Media Information

**ROLLS-ROYCE TO EMBARK ON ‘PROGRESS TOUR’ OF LONDON AHEAD OF FLAGSHIP SHOWROOM RELOCATION**

**4 April 2019, Goodwood**

Rolls-Royce Motor Cars London has been pivotal to the brand’s remarkable renaissance and provided a meaningful contribution to last year’s historic sales record – the most successful year in the marque’s 115-year history. Ever increasing demand for the world’s foremost luxury products has been met with an expanded portfolio of Phantom, Ghost, Wraith, Dawn and Cullinan as well as the brand’s Black Badge series of motor cars. As a consequence of this growth, the existing flagship showroom on Berkeley Square in London is no longer able to reflect the breadth of Rolls-Royce’s offering.

During the last 12 months Rolls-Royce Motor Cars has been in consultation with its property advisors to seek an alternative location that can adequately and appropriately house its expansive product range in the capital city of the brand’s home market. Following an extensive search, a truly befitting new home for the marque’s flagship location has been secured and building works are scheduled to commence in the coming weeks.

To celebrate the relocation of the marque in London, Rolls-Royce Motor Cars and its valued dealer partner, H.R. Owen, will vacate the current Berkeley Square premises and embark on a ‘Progress Tour’ through the capital’s boroughs. A two-week presence will commence on 16 April in Kensington and Chelsea, before advancing to noteworthy locations in Hammersmith and Fulham, Southwark, Wandsworth and Camden before finally arriving at its spectacular new home in Mayfair, Westminster, later this year.

Torsten Müller-Ötvös, CEO, Rolls-Royce Motor Cars, said, “The Rolls-Royce showroom in London is our flagship store worldwide and I am delighted by the prospect of H.R. Owen moving to more representative and appropriate premises in Mayfair. The ‘Progress Tour’ is testament to the success of the marque’s progressive approach to engaging with its clients and our unique ability to support customers in a way that befits the brand.”

Claus Andersen, Dealer Principal, Rolls-Royce Motor Cars London, said, “We look forward to taking Rolls-Royce Motor Cars London to a number of the city’s boroughs en route to its new home in Mayfair. In the spirit of the brand’s innovative Social Hot Spot programme, highly Bespoke motor cars and lifestyle accoutrements will be presented at a number of noteworthy locations across the capital, ensuring that existing and prospective clients can begin their Bespoke journey in an environment that truly reflects their lifestyle.”

- Ends -

**Editors’ notes:**

olls-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.

**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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