**Rolls-Royce**

## Media Information

**ROLLS-ROYCE GHOST APPEARS AS NEW MODERN CLASSIC**

**AT NEC MOTOR SHOW**

4 November 2019, Goodwood

* Rolls-Royce Ghost Black Badge takes centre stage on Rolls-Royce Enthusiasts’ Club (RREC) stand at the 2019 NEC Classic Motor Show.
* Commemorates end of Ghost’s ten year production run.
* Celebrates most successful Rolls-Royce model of the Goodwood era, destined to become a modern classic.
* Event takes place at the NEC, Birmingham, from 8-10 November 2019.

Rolls-Royce Ghost Black Badge will be the star attraction at the 2019 NEC Classic Motor Show. This highly Bespoke motor car will be on display on the Rolls-Royce Enthusiasts’ Club (RREC) stand at the event – the biggest of its kind in the world – which brings together owners, collectors, enthusiasts and car club members to share their passion for classic cars.

Ghost has been selected because 2019 marks the end of the model family’s remarkable ten year tenure in which it has secured uninterrupted commercial and critical success. Since its launch at the Frankfurt Motor Show in 2009, Ghost has established itself as a modern classic: the most popular Rolls-Royce model of the Goodwood era to date, it introduced the Rolls-Royce brand to a new audience of younger, often self‑made customers. A long-wheelbase version was introduced in 2011 and an updated Ghost Series II was unveiled in Geneva in 2014.

Black Badge offers a darker, edgier expression of the Rolls‑Royce family to a new generation of customers. Young, driven and assertive, these bold, confident men and women demand the highest levels of power, performance and presence, as well as unparalleled luxury. Black Badge has transformed perceptions of the Rolls-Royce brand and created a uniquely powerful and distinctive presence within the super-luxury sector.

The exterior of the Ghost on display at the NEC is finished in Dark Emerald and Black Diamond, with a Seashell and Black interior and Technical Fibre veneer. The iconic Spirit of Ecstasy mascot is rendered in Dark Chrome. Like all members of the Black Badge family, Ghost Black Badge delivers more power and torque than the standard model, with a drivetrain and chassis specially tuned for even more responsive handling and an immersive, exhilarating driving experience. The car will be hosted by experts from the Home of Rolls‑Royce in Goodwood, West Sussex.

Ghost Black Badge will be one of more than 3,000 iconic classic and vintage cars and motorbikes on display across seven halls at Birmingham’s NEC. The RREC is among more than 300 car and motorcycle clubs attending the event from around the world.

Alongside Ghost Black Badge, the RREC stand will feature other magnificent examples from the marque’s more distant past, including a Rolls‑Royce 20hp, a 1919 Rolls‑Royce Silver Ghost and a Rolls‑Royce Silver Spirit II.

The Rolls-Royce Enthusiasts’ Club caters for anyone with an interest in the motor car products of Rolls‑Royce. From just 11 people at the inaugural meeting in 1957, membership now stands at around 10,000. Membership is open to owners and non-owners alike and members are drawn from all walks of life and from countries across the world. For more details visit: [www.rrec.org.uk](http://www.rrec.org.uk).

- Ends -

**Notes to Editors:**

The Rolls-Royce Enthusiasts’ Club stand can be found at the NEC Classic Motor Show in Hall 1 (stand 420).

The Classic Motor Show runs from 8-10 November 2019 at the NEC, Birmingham. For more details see: [www.necclassicmotorshow.com](http://www.necclassicmotorshow.com)

**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.

**CO2 emissions and consumption:**

**Rolls-Royce Ghost Black Badge:** *CO2 emission: 378-374 g/km; Fuel consumption: 16.9-17.0 mpg / 16.7-16.6 l/100km (#)*

#WLTP (combined)

The fuel consumption given in miles per gallon (and litres per 100km) and the CO2 emission given in grams per kilometre represents official combined values. Figures may vary depending on driving style and conditions. Consumption data is determined in accordance to the ECE driving cycle.  
  
Further information about the official fuel consumption and the official specific CO2 emissions for new passenger automobiles can be found in “The Passenger Car Fuel Consumption and CO2 Emissions Information Regulations” in the United Kingdom. For emission data, labelling and guidelines relating to your local market please contact your nearest sales outlet or local authority website.

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