**Rolls-Royce**

## Media Information

**ROLLS-ROYCE CHALLENGES YOUNG MINDS TO
DESIGN THEIR OWN LUXURY CAR**

9 April 2020, Goodwood

* Aspiring house-bound designers invited to design their dream Rolls-Royce
* Overall winner, as judged by the Rolls-Royce Motor Cars Design team, will receive a digitally rendered illustration of their submission
* One UK entrant to be driven to school in a chauffeured Rolls-Royce; their school to receive a Greenpower electric car for participation in the Greenpower Goblin Challenge
* Hand-signed certificates from Chief Executive of Rolls-Royce Motor Cars to runners-up
* Entries to be submitted by **Monday 18th May 2020**

Rolls-Royce Motor Cars is a brand that encourages the pursuit of dreams, and now a new generation of aspiring designers are being encouraged to bring their automotive dreams to life through a special ‘[Young Designer Competition](http://rolls-royceyoungdesignercompetition.com/)’. Launched to provide parents and children with a welcome distraction during the worldwide coronavirus outbreak, Rolls-Royce is calling on aspiring designers up to the age of 16 to design their dream Rolls-Royce of the future. The competition enables designers of the future to let their imaginations and creativity run free, even while they remain bound to their homes.

Rolls-Royce designs and builds the world’s most extraordinary cars, each a unique expression of the owner’s personality, imagination and creativity. From paint to embroidery, Starlight Headliner to art and design installations, anything is possible. Aspiring designers entering the challenge can now draw on their own creativity and desires to imagine the design of their very own super-luxury car.

The new competition is an extension of that which is run each year at the Rolls-Royce employees’ Family Day Celebration, held at the Home of Rolls-Royce in Goodwood, England. This eagerly anticipated activity delights creative young minds, as well as proud parents and grandparents. Rolls-Royce is opening up the competition to a worldwide audience to: stimulate design talent; inspire greatness; and provide a welcome distraction from self-isolation and social-distancing measures being adopted by many countries around the globe.

The marque’s Design team will judge all entries and select an overall winner, who will receive a rendered illustration of their design – a true once-in-a-lifetime, money-can’t-buy prize – as well as a chauffeur-driven journey in a Rolls-Royce Phantom for their first day back to school, with their best friend. Runners-up will receive a hand-signed certificate from Torsten Müller-Ötvös, the Chief Executive Officer of Rolls-Royce Motor Cars.

Two additional prizes will be awarded to one lucky UK entrant: Travel to school in style in a chauffeur-driven Rolls-Royce once the UK’s own Coronavirus countermeasures draw to an end, and a new Greenpower electric car kit will be donated to the recipients’ school, thereby enabling participation in the Greenpower Challenge – the UK’s number-one motorsport competition for schools across Britain.

Young designers can share their innovative designs for a future Rolls-Royce at:

[http://rolls-royceyoungdesignercompetition.com](http://rolls-royceyoungdesignercompetition.com/)

- 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 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.

Greenpower Education Trust is a UK based charity which gets young people enthusiastic about science and engineering by challenging them to design, build and race an electric car. Greenpower is based locally to the Home of Rolls-Royce.

<https://www.greenpower.co.uk/about>

**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/).

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