ROLLS-ROYCE | MEDIA INFORMATION

# BESPOKE ‘WRAITH - INSPIRED BY EARTH’

# TOUCHES DOWN in ABU DHABI

**#RollsRoyceWraith**

27 October, 2020, Goodwood, West Sussex UNDER EMBARGO UNTIL 9am GMT

* Bespoke Wraith commissioned through Rolls-Royce Abu Dhabi features unique air-brushed artwork depicting the Middle East, as seen from space
* Bonnet artwork took over 100 hours to complete; unique hand-painted coachline incorporates the Sun and planets of the Solar System
* Aerial-view theme continues through the interior in rear waterfall embroidery, air-brushed fascia and Bespoke Starlight Headliner

“*We’re used to clients bringing us grand visions for their Bespoke Commissions, but this provided a new perspective altogether. In our response to the brief, we’ve worked at both the ‘macro’ level, referencing the Sun and planets of the whole Solar System, and the much more personal ‘micro’ level, centring our view of the world on the place the customer calls home*.”

**Michael Bryden, Lead Bespoke Designer, Rolls-Royce Motor Cars**

Inspiration for a Bespoke Rolls-Royce can come from just about anywhere – and in the case of the marque’s latest creation, literally everywhere. Commissioned through Rolls-Royce Abu Dhabi, ‘Wraith – Inspired By Earth’ takes its design cues from the entire Solar System, and our own planet as seen from space.

The exterior is finished in Royal Blue, representing the 75% of the Earth’s surface that is covered by water. The most striking feature, however, is the bonnet artwork, which depicts a satellite’s-eye view of the Middle Eastern region. Centred on the United Arab Emirates, the panorama extends across the Red Sea, the Arabian Sea and the Gulf of Oman, all meticulously air-brushed by hand in a process that took over 100 hours to complete. The exterior is finished with a hand-painted Emerald Green coachline incorporating the Sun and the eight planets of the Solar System - Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus and Neptune.

By contrast, the interior aesthetic focuses on the Earth’s surface and the human and natural life that inhabits it. The seats are made from Moccasin leather to mimic the sands of the Emirates’ deserts; Navy and Cobalto Blue accents are suggestive of rivers and lakes and Emerald Green piping symbolises nature in all its forms. Arctic White ‘RR’ monograms and stitching hint at clouds and translucent running water.

The rear waterfall features a spectacular scene of atmospheric clouds rendered in minutely detailed embroidery using Photoflash technology. On the fascia, the Piano Milori veneer is embellished with a satellite image of the Middle East, so realistic that it appears to be a photograph but in fact is skilfully air-brushed. The Bespoke Starlight Headliner is embroidered to illustrate all the planets of Solar System, centred on the Sun. Other Bespoke details include treadplates, a clock with metal radial background, and inlays showing the planets in silver, with planet Earth accentuated in gold.

-ENDS-

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/).

EDITORS’ NOTES

* The official Twitter account for Rolls-Royce Motor Cars Middle East and Africa: @RRMC\_MEA
* Rolls-Royce Motor Cars  
  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.

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