ROLLS-ROYCE | MEDIA INFORMATION

# Whispers offers

# a window to the home of rolls-royce

**#RollsRoyceWhispers**

16 November, 2020, Goodwood, West Sussex UNDER EMBARGO UNTIL 9am GMT

* Whispers launches in-App live video function for members to connect with

Rolls-Royce executives, designers and craftspeople, live at the Home of Rolls-Royce

* Membership now extended to partners of owners
* Whispers community can search for fellow members by name, location and even by car collection
* Concierge in high demand as holiday season approaches

“*Rolls-Royce found itself in a unique situation at the onset of the global pandemic. It had recently unveiled an Application named Whispers, which acts as a gateway for clients to immerse themselves in a digital world of luxury, curated by Rolls-Royce. This access to thousands of clients ensured the marque could maintain direct and personal contact with its customers around the world despite the limitations of the coronavirus pandemic. Today, we go even further, bringing a comprehensive suite of online live video options for Whispers members to specify their motor cars, speak with Rolls-Royce product specialists, executives and craftspeople, or even witness a unique moment in the manufacture of their motor car, from the comfort of their own homes.”*

**Verena Masters, Head of Whispers, Rolls-Royce Motor Cars**

Rolls-Royce Whispers is the marque’s digital world of curated luxury, an Application created to meet the demands and tastes of an eclectic network of global clients. Over the course of 2020, Whispers has expanded and evolved, providing an engaging and inspiring experience for its unique online global community. Until today, Whispers has been the reserve of owners of Goodwood created Rolls-Royce motor cars. By popular demand, Whispers will now be available for partners of owners, providing a more holistic access as we approach the holiday season.

Already the epitome of customer-centricity, the Application has been evolved to consider the current restrictions faced by so many clients around the world, who, due to Covid-19 movement restrictions, are unable to travel to the Home of Rolls-Royce, in Goodwood, West Sussex. Many clients expressed a wish to maintain even closer contact with the marque, and in answer to these demands, Verena Masters, Head of Whispers, embraced the unique opportunity presented by the Application. Written dialogue is already available via the popular community messaging function. This function has now been developed to facilitate face-to-face video interactions, for more natural communication between clients and the marque. Now, patrons can experience Rolls-Royce’s Global Centre of Luxury Manufacturing Excellence from wherever they are in the world, in the comfort of their own home.

A comprehensive suite of online live video options enables real-time communication with the marque’s executives, product experts and craftspeople. Clients may even view their motor car, live on the production line, at the marque’s manufactory - witnessing the ‘marriage’ – a seminal moment as the powertrain meets the chassis, or the fitting of the Spirit of Ecstasy.

New Ghost has naturally ignited considerable demand for this service. One-on-one live consultations with Rolls-Royce specialists and designers have provided detailed and personal product insights, which enable remote commissioning to take place. Materials and colours are defined, Bespoke accoutrements are envisioned, and unique motor cars are brought to life in consummate Rolls-Royce style – with effortless ease.

The curation of cultural and exclusive opportunities continues on Whispers courtesy of the marque’s Luxury Intelligence Unit. Most recently, members have enjoyed editorial inspiration on topics ranging from the forefront of moving-image art, guidance on how to cultivate a woodland, and even, the philanthropic endeavours of other Whispers members.

Rare and whimsical products continue to delight. The Whispers Concierge is in demand as signed first edition Harry Potter books, unique Hermès handbags and Yeezy Boost 380’s are sourced for members from around the world, as attention turns to the holiday season.

In an additional enhancement of the Whispers Application, members can now virtually exhibit their automotive collections for the network of fellow Rolls-Royce clients to peruse and admire. With the ability to search by name, location and even by car, members are able to connect with local, like-minded members, be it for business or leisure purposes.

For further information, please contact your local dealer.

-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

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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