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| ROLLS-ROYCE | MEDIA INFORMATION |

A YEAR OF EXCELLENCE AT

ROLLS-ROYCE MOTOR CARS LONDON

20th April 2022, Mayfair, London

* Rolls-Royce Motor Cars London celebrates first anniversary of the opening of its new flagship showroom in the heart of Mayfair
* The flagship residence has been pivotal to shaping the brand’s position as a true House of Luxury and provided a meaningful contribution to last year’s historic sales record – the most successful year in the marque’s 118-year history
* The first showroom to debut the new visual identity, before a global rollout across the brand’s network of 131 showrooms in 40 countries worldwide
* To commemorate the occasion, Rolls-Royce Motor Cars London reflects on the exclusive events and experiences it has offered clients in the last twelve months

*“Over the last twelve months we have welcomed friends of Rolls-Royce and members of the media into our new flagship residence in the heart of Mayfair. The showroom is the perfect embodiment of our brand. Effortless, stylish, contemporary, in tune with our clients' tastes, requirements and expectations. It is the perfect environment to offer guests a truly authentic Rolls-Royce experience.”***Claus Andersen, Brand Director, Rolls-Royce Motor Cars London**

One year has passed since Rolls-Royce Motor Cars opened the doors to its flagship residence in Mayfair and in that time Rolls-Royce Motor Cars London has offered media, patrons and friends of Rolls-Royce truly unforgettable experiences both at the residence and at a number of noteworthy locations across the UK. From exclusive parties and events, to showcasing the pinnacle of contemporary craft for London Craft Week, Rolls-Royce Motor Cars London has enjoyed a remarkable first year in its new location, in Berkeley Street, W1.

Part of the ongoing success of Rolls-Royce is its in depth understanding the unique world in which its clients live. Rolls-Royce clientele are part of an illustrious community that only expects the best of the best from the brands they interact with, and Rolls-Royce takes great pride in knowing all their clients personally. The company’s relationship with clients goes above and beyond a mere transaction, gradually becoming, a hyper-personalised, close relationship characterised by high-touch encounters and memorable experiences, during which clients are invited to draw closer to the brand.

The luxurious yet contemporary design of Rolls-Royce Motor Cars London has received highly positive feedback from patrons and the media. The flagship residence consolidates Rolls-Royce’s position as a true House of Luxury, offering clients a premium and wholly immersive experience from the moment they enter. The entrance to the flagship showroom is modelled on Rolls-Royce’s famous Pantheon grille. The doorway is topped by the most famous mascot in the automotive world, the Spirit of Ecstasy; this is produced by the same maker that creates all the iconic figurines that grace the bonnet of every single Rolls-Royce motor car.

Inside a Cabinet of Curiosities is filled with luxurious, intriguing items and iconic books, designed to provoke ideas and inspire creativity. Additionally, Rolls-Royce Motor Cars London houses a Speakeasy style bar, which offers a secluded space for clients to socialise and relax, providing further opportunity to immerse themselves in the Rolls-Royce experience.

However, the pièce de résistance is the Atelier. A stylish room, housing samples of surface finishes, wood veneers, leathers, embroidery threads and numerous lambswool samples and fabrics. This setting is designed to ignite clients’ imaginations, help them envisage their dream commission and picture how Rolls-Royce can bring this to life. Although modern in its aesthetic, this room does not deviate from Rolls-Royce’s heritage, with the iconic quote by Sir Henry Royce displayed on the wall: “Strive for perfection in all that you do. Take the best that exists and make it better. When it does not exist, design it”.

In the year since the opening of the new flagship residence for the world’s leading luxury brand, Rolls-Royce continues to drive and shape the future of luxury, providing an exclusive space in which clients can begin to conceptualise their dream commission.

Some of the memorable experiences and events hosted by Rolls-Royce Motor Cars London include:

**Rolls-Royce Motor Cars London Opening Event**

After an extensive search for a new home for Rolls-Royce Motor Cars London, the flagship residence at the heart of Mayfair was developed. Meticulous attention to detail was invested into the design, planning and restoration to ensure a truly befitting home for the marque’s pinnacle residence. In late September, Rolls-Royce Motor Cars London, held a grand opening party, inviting clients, friends and the media to celebrate the official opening of its flagship residence in its new location. The grand opening party featured Bespoke cocktails, exquisite canapes and live music, and the unveiling of a unique artwork, a vivid expression of the Rolls-Royce super luxury SUV, Cullinan, by self-taught artist, Laurence M. White. Created for the opening event, this stunning and remarkable piece of art was then auctioned via the marque’s highly exclusive private-members club, Whispers, with all proceeds going to charity.

**London Craft Week**

Craftsmanship lies at the very heart of Rolls-Royce Motor Cars and last year, Rolls-Royce Motor Cars London was transformed for the duration of London Craft Week to showcase the excellent works of craftsmanship created by Rolls-Royce’s artisans, designers and engineers. For the event, one artisan designed a highly Bespoke Rolls-Royce bonnet. This design was inspired by the 300,000 English honeybees living in the world’s most exclusive apiary at the Home of Rolls-Royce on the Goodwood Estate in West Sussex, together with the Phantom Rose, an English Tea Rose bred especially for Rolls-Royce and found only at the marque’s headquarters. The bonnet was installed in the window of the London residence for the duration of the event. A highly decorative and elaborate display was installed throughout the showroom, this included: beehives, like those that house Rolls-Royce’s very own English honeybees; and white roses, akin to the unique Phantom Rose. In addition, a unique Rolls-Royce champagne cocktail was created, featuring one of the rarest of ingredients, Rolls-Royce honey.

In its first year, Rolls-Royce Motor Cars London afforded its clientele truly remarkable experiences, and the marque looks forward to welcoming more clients past, present and future.

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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**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [**YouTube**](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [**Instagram**](https://www.instagram.com/rollsroycecars/); and [**Facebook**](https://www.facebook.com/rollsroycemotorcars).

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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