ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS DOHA UNVEILS NEW SHOWROOM AND CLIENT EXPERIENCE

26 May 2022, Doha, Qatar

* Rolls-Royce Motor Cars unveils new expanded flagship showroom in Doha, Qatar
* The first in Middle East & Africa region to be remodelled in the marque’s new visual identity
* Consolidates Rolls-Royce’s position as a true House of Luxury
* Visual language resonates with younger clientele
* Interior design provides a relaxed and immersive client experience
* Includes the Bespoke Commissioning Atelier and lounge area with a Cabinet of Curiosity feature and hospitality lounge, complemented by innovative digital technology and lighting installations

*“The new Rolls-Royce Motor Cars Doha showroom represents a major milestone for the evolution of our brand from an automotive manufacturer to a true House of Luxury. Our new showroom visual identity, which we launched last year, offers our clients a fully immersive experience that takes them to the very heart of our brand and everything it represents. I am delighted to be here in Doha today to bring this wonderful concept to the Middle East & Africa region for the first time.”*

**Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

*"It has always been our ambition at Alfardan Group to provide luxury experiences for our clientele and this ambition has no limit. We strive to be the pioneers in many fields to contribute to the development of a diversified and prosperous economy, in line with Qatar National Vision 2030 and under the wise directive of His Highness Sheikh Tamim bin Hamad Al Thani, Emir of the State of Qatar. We are proud that Rolls-Royce Motor Cars has chosen the city of Doha to be the first in presenting the marque’s new look and visual identity in the Middle East & Africa region, and the third in the world after London and Shanghai."*

**Omar Alfardan, President and CEO, Alfardan Group**

Rolls-Royce Motor Cars Doha is delighted to announce that its new flagship premises in the Qatari capital, Doha, is now formally open and ready to welcome clients from the past, present and future. It is the first showroom in the company’s Middle East & Africa region to be remodelled in the new Rolls-Royce visual identity, which was officially launched in London and Shanghai in 2021.

The new identity is a key element in the marque’s transformation from an automotive manufacturer to a true House of Luxury. Designed to resonate with a clientele that is increasingly younger, self-made and highly individual, it creates a wholly immersive client experience, presenting Rolls-Royce’s magnificent products in the relaxed, welcoming atmosphere of a luxury boutique.

The unique experience begins from the moment of arrival, with an entrance inspired by the iconic Pantheon Grille adorned with the Spirit of Ecstasy mascot. The galleria-style interior includes the Bespoke Commissioning Atelier, where clients can examine, discuss and select surface finishes, wood veneers, leathers, embroidery threads and fabrics for their Bespoke commissions. The lounge area features a ‘Cabinet of Curiosities’ filled with intriguing objects and pieces to spark ideas and conversations as part of the commissioning process. The ‘Hospitality Lounge’ to the rear provides a relaxed, comfortable and secluded space where clients can mix and socialise.

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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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