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| ROLLS-ROYCE | MEDIA INFORMATION |

ROLLS-rOYCE MOTOR CARS CELEBRATES BLACK BADGE AT THE FESTIVAL OF SPEED

16 June 2022, Goodwood, West Sussex

* Rolls-Royce Motor Cars will serve a highly contemporary presence at the Festival of Speed
* Bespoke expressions of the full Black Badge product portfolio will be presented
* Collection presented on Festival’s Laundry Green

*“Each year many clients, friends of the brand and media come together for the Festival of Speed. With its location, just a stone’s throw away from The Home of Rolls-Royce on the Goodwood Estate, the Festival of Speed is a very important event for the brand. This year, our full Black Badge portfolio will be displayed at the event on the Laundry Green. I am delighted to showcase such highly Bespoke cars in vivacious colours and luxurious hues, testament to the creativity of our artisans, designers and engineers.”*

**Boris Weletzky, Regional Director UK, Europe, Russia and Central Asia, Rolls-Royce Motor Cars**

Visitors attending the Festival of Speed will experience the global public debut of the full Black Badge product portfolio.

Displayed on the Festival’s Laundry Green, adjacent to Goodwood House, will be a selection of highly Bespoke commissions – Black Badge Wraith, Black Badge Dawn, Black Badge Cullinan and the purest expression of a Rolls-Royce Black Badge to date, Black Badge Ghost. Each commission reveals an owner’s aesthetic sensibilities and the marque’s peerless craftsmanship.

BLACK BADGE

Launched in 2016, Black Badge is Rolls-Royce’s response to a new type of client. A permanent Bespoke treatment to its motor cars, these products are darker in aesthetic, more urgent in personality and dramatic in material. Designed with more torque, control and power, Rolls-Royce Black Badge is for those who reject conformity and live on their own terms. It is for the innovators, trailblazers, rule-breakers — and above all — those who dare. Since its introduction, more dynamic patrons of luxury have responded by pushing the boundaries of the marque’s bold alter-ego through their own Bespoke commissions.

Black Badge, the highly successful alter ego of Rolls-Royce, now represents 27% of commissions worldwide and is codified by the mathematical symbol that represents a potential infinity. This graphic, also known as a Leminscate, was applied to Sir Malcom Campbell’s record-breaking Rolls-Royce powered Blue Bird K3 hydroplane and the marque’s designers nominated this hallmark for Black Badge motor cars to reflect their own unrelenting pursuit of power and the infinite possibilities that darkness provides. Today it can be found within the Black Badge motor car’s interior.

For this year’s Festival of Speed, Rolls-Royce presents five new powerful creations, inspired by its clients’ desires.

BLACK BADGE GHOST

Launched in late 2021, Black Badge Ghost is the marque’s purest and most technologically advanced Black Badge motor car yet.

A Galileo Blue and Black exterior finish was selected to signify the dramatic intent of this Black Badge Ghost commission. Striking Red brake callipers and a single wheel centre pinstripe in Galileo Blue confidently resolve the aesthetic exterior. The blue theme is carried through to the interior, with the seat piping and Bespoke interior leather in Galileo Blue.

The second Black Badge Ghost model is on display in the VIP area, its vibrant Lime Green coachwork creating a striking contrast against its dark carbon fibre Spirit of Ecstasy.

BLACK BADGE CULLINAN

Named after the world’s largest rough Diamond, Cullinan is a super-luxury SUV, designed to make luxury travel effortless everywhere. Since its launch, Black Badge Cullinan has embarked on a remarkable Bespoke journey, and a unique Black Badge Cullinan has been created for the event. The commission reconciles the notions of utility, power and effortlessness that Black Badge Cullinan embodies. Presented in Dark Olive with a single Mandarin coachline and Mandarin brake callipers, the signature Black Badge design flourishes, including a milled carbon fibre Spirit of Ecstasy, and 22-inch Black Badge wheels embolden the exterior aesthetic.

BLACK BADGE DAWN

Black Badge Dawn is the most uncompromising expression of open-top luxury in the world. Presented in a striking two-tone, Jasmine with Black, this commission embodies the notions of adventure and freedom. This bold and powerful two-tone treatment is also applied to the steering wheel, and the flanks of its bold coachwork are underscored by 21-inch Black Badge wheels.

BLACK BADGE WRAITH

Black Badge Wraith presents an intoxicating manifestation of the world’s most powerful Rolls-Royce. The athletic prowess of the luxury Grand Tourer meets an irresistible dynamism, sculpted for those who dare to defy convention. Black Badge Wraith is presented in Tucana Purple, with the upper body in Black. A Mandarin coachline showcases the marque’s surface finish capabilities. Inside, a Mandarin and Black theme creates a dramatic and powerful aesthetic.

In addition to the four cars presented on the stand, a Rolls-Royce Black Badge Ghost will take to the hill climb up to four times a day in the exclusive ‘First Glance’ showcase. Further demonstrating Black Badge’s agility, a Rolls-Royce Black Badge Wraith will join the cars in the ‘Michelin Supercar Run’. Both motor cars can be viewed in their Paddocks between their scheduled high-speed outings.

Other Rolls-Royce motor cars attending the Festival of Speed include a Black Badge Dawn as a Courtesy Car and a Black Badge Cullinan as a Festival Course Safety Car.

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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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