ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE ENTHUSIASTS CONCLUDE HISTORIC ANNIVERSARY RE-ENACTMENT TOUR WITH GRAND FINALE IN SALZBURG

29 June 2023, Goodwood, West Sussex

* Members of the 20-Ghost Club conclude their epic re-enactment of the 1913 Alpenfahrt in Salzburg
* Event marks the 110th anniversary of the 7-day, 2,600km trial that immortalised Rolls-Royce as ‘the best car in the world’
* Participants including pre-1940 and contemporary Rolls-Royce motor cars closely followed the original Alpenfahrt route over some of Europe’s highest roads
* Inaugural ‘Inspiring Greatness Trophy’ presented by Rolls-Royce Motor Cars, echoing the prizes awarded to the all-conquering Rolls-Royce Works team in 1913

*“The dominant performance by the Silver Ghosts of the Rolls-Royce Works team at the 1913 Alpenfahrt confirmed Rolls-Royce as ‘the best car in the world’. This wonderful re-enactment, marking the 110th anniversary of that landmark event, is a tribute to their achievements, and to the engineering excellence of these historic Rolls-Royce motor cars. That so many examples remain not only fully operational, but able to undertake the same extraordinary endeavours they did more than a century ago is a testament to their devoted owners’ meticulous care and attention. These remarkable people and their magnificent motor cars inspire greatness every time they take to the road; I’ve been honoured to be part of this unique adventure.”***Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

The participants in the 110th anniversary re-enactment of the 1913 Alpenfahrt, comprising members of the 20-Ghost Club (the world’s oldest Rolls-Royce owners’ club and devoted exclusively to models built before 1940) make a triumphant return to Salzburg after a 16-day, 2,600km odyssey through the Alps. Members were accompanied on part of their adventure by Bespoke examples of the marque’s Ghost and Black Badge Ghost models, created at the Home of Rolls-Royce at Goodwood, which celebrates its own 20th anniversary this year.

The 2023 rally closely followed the route of the original event, taking in some of the highest roads in Europe. Among the cars taking part were Silver Ghosts, including one of the original motor cars that formed part of the original 1913 Works Team that helped seal Rolls-Royce’s reputation as ‘the best car in the world’.

Although today’s drivers were engaged in a more leisurely tour – rather than a fiercely fought contest between powerful commercial and sporting rivals – Rolls-Royce Motor Cars added a further touch of competitive authenticity by awarding its inaugural ‘Inspiring Greatness Trophy’. Judged and presented by Ken Forbes and Nick Naismith, it recognises the 20-Ghost member who most perfectly embodies the marque’s central value, ‘Inspiring Greatness’.

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## TECHNICAL SPECIFICATIONS

* **Ghost:** NEDCcorr (combined) CO2 emission: 343 g/km; Fuel consumption: 18.8 mpg / 15.0 l/100km. WLTP (combined) CO2 emission: 359-347 g/km; Fuel consumption: 17.9-18.6 mpg / 15.2-15.8 l/100km.
* **Black Badge Ghost:** NEDCcorr (combined) CO2 emission: 359 g/km; Fuel consumption: 15.8 mpg / 18.0 l/100km. WLTP (combined) CO2 emission: 359 g/km; Fuel consumption: 17.9 mpg / 15.8 l/100km.

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 true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

The company employs more than 2,500 people at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. Its continuous investment in its facilities, products and people has resulted in a series of ‘record years’ for global sales, peaking in 2022 with over 6,000 motor cars sold worldwide.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

CONTACTS | GOODWOOD

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