ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE PHANTOM INSPIRED BY CINQUE TERRE:

CELEBRATING THE ITALIAN RIVIERA

26 September 2023, Goodwood, West Sussex

* Rolls-Royce presents a one-of-one Bespoke Phantom ‘Inspired by Cinque Terre’, celebrating the beauty of the Italian Riviera and its winemaking traditions
* Hand-painted Gallery artwork captures the vibrant colours and renowned architecture of the five cliffside fishing villages
* Grapes motif embroidered to rear doors and inlaid on picnic tables pays homage to the region’s fabled viticulture
* Bespoke Starlight Headliner features an intricately embroidered map of Italy with five gently glowing stars precisely positioned to represent the five historic Cinque Terre villages

Rolls-Royce Motor Cars is delighted to present Phantom ‘Inspired by Cinque Terre’ – a magnificent, one-of-one Bespoke motor car that captures the enchanting allure and fascinating viticultural heritage of the fabled Italian Riviera.

The Cinque Terre – Italian for 'Five Lands' – lies on the rugged coast of Liguria in northern Italy. Perched on the cliffside, the centuries-old fishing villages of Monterosso, Vernazza, Corniglia, Manarola and Riomaggiore are internationally famous for their steeply terraced vineyards overlooking the Mediterranean – a true marvel in the world of winemaking.

The area’s stunning vineyards are celebrated in intricate Bespoke features throughout this exceptional motor car. The exterior is finished in a deep, rich Ligurian Blue, further accentuated with a hand-applied double coachline in Navy Blue and Jasmine, completed with a delicate grapes motif.

The timeless interior, combining Grace White and Navy Blue leather with Jasmine accents, is adorned with a delicate grape-branch embroidery on the rear doors. Each piece comprises 9,215 stitches made using two different techniques. The grapes are embroidered in satin stitch, with the threads carefully aligned according to the angle at which light strikes the surface to give each individual grape a lifelike tone and lustrous quality. For the grape leaf, the Bespoke Collective employed a flatter tatami stitch, which provides a textural contrast and enhances the embroidery’s tactile qualities.

The grapes motif is also captured in an intricate inlay on both picnic tables, made with stainless steel and gold plating. The surfaces were first painted in Milori Blue with a subtle sparkle, giving the colour depth and vibrancy. Next, the inlays were precisely applied by hand and sealed with a clear lacquer. Finally, the surface was meticulously sanded and hand-polished to produce a smooth, seamless finish.

Overhead, the Bespoke Starlight Headliner is enriched with a map of Italy, embroidered in 14,338 individual stitches. Five glowing stars precisely positioned by hand at the edge of the coastline represent the Cinque Terre villages. Finalising the design took more than a month, with the Bespoke Collective producing numerous iterations to determine the optimum line weight for the embroidery: wide enough to allow the thread to shimmer, yet sufficiently delicate to render Italy’s entire outline in minute and perfect detail.

The Gallery within the motor car’s expansive fascia houses a spectacular, specially commissioned artwork, which captures the colours, architecture and vibrant character of Cinque Terre. Representing an imagined amalgamation of elements from all five cliffside villages, the composition was first sketched digitally, then airbrushed by hand using water-based acrylic paint to achieve an incredibly fine level of detail, before being finished with multiple coats of clear lacquer. The painting’s focal features are carefully positioned within the Gallery to ensure their exquisite details can be admired easily by all the motor car’s occupants.

A final flourish lies inside the glove compartment, which contains silver debossing depicting the five villages.

Phantom ‘Inspired by Cinque Terre’ has taken its place in the commissioning client’s collection. As a true one-of-one commission, it will never be replicated.

- ENDS -

TECHNICAL SPECIFICATIONS

Phantom: NEDC combined: CO2 emissions: 345 g/km; Fuel consumption: 18.7 mpg / 15.1 l/100km. WLTP combined: CO2 emissions: 362-351 g/km; Fuel consumption: 17.7-18.2 mpg / 15.5-16.0 l/100km.  
  
Further information: [**https://bit.ly/3XtQW7q**](https://bit.ly/3XtQW7q)

## 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

|  |  |
| --- | --- |
| Director of Global Communications  Emma Begley +44 (0) 1243 384060 / [Email](mailto:emma.begley@rolls-roycemotorcars.com) | Head of Global Product CommunicationsGeorgina Cox +44 (0) 7815 370878 /[**Email**](mailto:Georgina.Cox@rolls-roycemotorcars.com) |
| Head of Corporate RelationsAndrew Ball +44 (0) 7815 244064 / [Email](mailto:andrew.ball@rolls-roycemotorcars.com) | Global Product PR Manager Katie Sherman +44 (0) 7815 244896 / [Email](mailto:Katie.Sherman@rolls-roycemotorcars.com)  Global Lifestyle Communications  Malika Abdullaeva +44 (0) 7815 244874 / [Email](mailto:Malika.Abdullaeva@partner.rolls-roycemotorcars.com) |
|  |  |

CONTACTS | GLOBAL

|  |  |
| --- | --- |
| The Americas Gerry Spahn +1 201 930 8308 / [Email](mailto:gerry.spahn@rolls-roycemotorcarsna.com) | Asia Pacific Hal Serudin +65 8161 2843 / [Email](mailto:hal.serudin@rolls-roycemotorcars.com) |
| Central/Eastern Europe and Central Asia Frank Tiemann +49 160 9697 5807 / [Email](mailto:frank.tiemann@rolls-roycemotorcars.com) | Central and Western Europe  Ruth Hilse +49 89 382 60064 / [Email](mailto:ruth.hilse@rolls-roycemotorcars.com) |
| China  Ou Sun  +86 186 0059 0675 / [**Email**](mailto:Ou.Sun@rolls-roycemotorcars.com) | Japan and Korea  Yuki Imamura  +81 90 5216 1957 / [Email](mailto:Yuki.Imamura@rolls-roycemotorcars.com) |
| Middle East and Africa  Rami Joudi +971 56 171 7883 / [Email](mailto:rami.joudi@rolls-roycemotorcars.com) | United Kingdom and Ireland Isabel Matthews +44 (0) 7815 245127 / [Email](mailto:isabel.matthews@rolls-roycemotorcars.com) |