ROLLS-ROYCE | MEDIA INFORMATION

Spectre sets off from the home of Rolls-royce for european/uk media drive

23 October 2023, Goodwood, West Sussex

* Spectre European Media Drive commences from marque’s headquarters in West Sussex
* Invited guests will embark on an exciting adventure in Spectre, an opportunity to experience this transformative motor car in its home market

*“The launch of Spectre is a significant moment in the marque’s near 120-year storied history; Spectre is the first all-electric Rolls-Royce and represents the beginning of an exciting, bold, and new era for the brand. Two years ago, the marque made a historic announcement that in 2023 Rolls-Royce would launch its first all-electric motor car and that by the end 2030, the entire portfolio would be fully electric. Since this time, Spectre has been on a remarkable journey, completing a rigorous testing programme, spanning 2.5 million km, and has received overwhelmingly positive feedback from media and clients. It is now a great pleasure to see this motor car on the roads in our home market and I am delighted to offer the European media the opportunity to experience this transformative motor car in the United Kingdom.”***Boris Weletzky, Regional Director, United Kingdom, Europe, and Central Asia**

With client deliveries just begun, Rolls-Royce Motor Cars has invited European media to experience Spectre, the marque’s first fully electric motor car, within the beautiful countryside surrounding the marque’s headquarters in West Sussex.

The adventure commenced at the Home of Rolls-Royce, on the Goodwood Estate – the only place in the world where Rolls-Royce motor cars are designed and handbuilt. The marque’s global headquarters and Centre of Luxury Manufacturing Excellence is revered as the world’s leading House of Luxury. It is a place where creativity, talent and ingenuity is nurtured and encouraged, and of course a place where clients, media and friends of the marque can enjoy a fully immersive Rolls-Royce experience.

From the Home of Rolls-Royce, media embarked on a voyage of discovery through the beautiful rolling hills of Hampshire and Sussex – a route purposefully selected for its breath-taking views. After experiencing this remarkably silent motor car, media will arrive at Heckfield Place, a modern country haven, set in an eco-estate of 430 acres.

- ENDS -

TECHNICAL INFORMATION

WLTP: Power consumption: 2.6-2.8 mi/kWh / 23.6-22.2 kWh/100km. Electric range 329 mi / 530 km. NEDC: CO2 emissions O g/km.

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 the marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**X (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. It also supports a further 7,500 jobs in its wider UK supply chain.

Since the company began production at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year. 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) |