ROLLS-ROYCE | MEDIA INFORMATION

THE ROLLS-ROYCE ‘FUTURE CLASSICS’:

A HISTORIC ASSEMBLY OF GOODWOOD PRIVATE COLLECTIONS

10 May 2024, Dubai, United Arab Emirates

* The Rolls-Royce ‘Future Classics’ Celebration played host to the largest gathering of Rolls-Royce Private Collection Cars in the marque’s history
* A series of rare and sought-after Rolls-Royce motor cars took centre stage in the heart of Dubai

*“Rolls-Royce Motor Cars has brought to life an incredible array of motoring masterpieces. The Rolls-Royce ‘Future Classics’ celebration allowed a number of the marque’s works of art from the last two decades to take centre stage. Imbued with unequalled levels of creativity and craft it was both a privilege and an honour to showcase some of the exceptional Private Collection Cars in Dubai, transporting audiences through time and into a realm of unequalled imagination and luxury.”***César Habib, Regional Director Middle East & Africa, Rolls-Royce Motor Cars**

*“Distinction, creativity and genuine expression sit at the heart of Rolls-Royce Motor Cars, and I am incredibly proud to be a part of the Rolls-Royce family. Having some of my design contributions take centre stage in the heart of Dubai was an incredible honour. Each of the motoring masterpieces displayed is a unique piece of art bringing to life the marque’s relentless pursuit of perfection. Seeing them all gathered together was a truly unforgettable moment.”***Matthew Danton, Lead Designer at Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars Middle East & Africa celebrated some of the marque’s most unrivalled motoring masterpieces from the last two decades with a landmark celebration: The Rolls-Royce ‘Future Classics’ Celebration was host to the largest gathering of Rolls-Royce Private Collection Cars in the marque’s history.

Rolls-Royce Private Office Dubai hosted a captivating invitation-only event which saw luxury and automotive enthusiasts, industry leaders, and clients across the region step out of the ordinary and into the enchanting world of Rolls-Royce Motor Cars.

Imbued with sophistication, creativity, and contemporary luxury, the event offered guests the opportunity to discover the marque’s Private Collection Cars, the very definition of Bespoke. Created in extremely limited numbers, invitees experienced the very pinnacle of Rolls-Royce, exploring a series of motor cars so rare, they will never be made again.

Immersing themselves in the history and heritage of Rolls-Royce Motor Cars Private Collection Cars, guests were invited to explore some of the rarest and most sought-after motoring masterpieces. From Phantom Centenary, the very first collection car ever delivered to the Middle East, to Phantom Zenith Coupé, one of the last Phantom motor cars from the first generation. Also featured was the Home of Rolls-Royce Collection (Ghost and Phantom models), commissioned to celebrate the 10th year of production at Goodwood, demonstrating the pinnacle of craftsmanship.

Serving as a testament to the exceptional legacy of Rolls-Royce Motor Cars, Rolls-Royce ‘Future Classics’ brought to life the spirit of Bespoke craftsmanship that has characterised Rolls-Royce for over a century, showcasing how innovation is woven into the fabric of the marque’s history and future.

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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);[**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.

There are over 2,500 people working 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 2023 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.

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