ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE PRESENTS SPECTRE LUNAFLAIR:

A SPELLBINDING EXPRESSION OF BESPOKE

Monday 30 September 2024, Goodwood, West Sussex

* Rolls-Royce Motor Cars announces the one-of-one Spectre Lunaflair
* Inspired by a lunar halo, where light refracts through ice particles in cirrus clouds
* Effect creates a brilliant, ethereal technicolour ring around the moon
* Bespoke holographic paint captures this phenomenon for one-off motor car
* Creating Lunaflair paint required one year of development
* Bespoke paint reserved exclusively for the commissioning client

*“We are constantly astounded by the diversity of ideas that inform our clients’ Bespoke concepts, which frequently draw inspiration from materials, finishes and themes they see in other commissions. Spectre Lunaflair is the perfect example of this, exploring the ethereal beauty of a lunar halo and sparked by the client after witnessing a paint finish on another Bespoke motor car. This symbiotic relationship and cross-pollination of ideas is fostering a ‘virtuous circle’ of innovation and creativity, which is incredibly important to our team of Bespoke designers, as we focus on delivering unparalleled value to those who entrust us with their vision.”*

**Martina Starke, Head of Bespoke Design, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars has unveiled the breathtaking Spectre Lunaflair – a Bespoke commission undertaken on behalf of a significant client from the United States. The extraordinary and exquisite highlight of this landmark motor car is the remarkable holographic paint finish that creates a captivating ‘rainbow’ effect.

The commission takes its inspiration and name from the optical phenomenon of a lunar halo, which appears as a colourful circle of light around the moon. It is caused by moonlight passing through ice crystals in high-altitude cirrus clouds, which act as microscopic prisms: the light refracts creating a spellbinding technicolour ring effect, similar to light passing through a diamond.

Capturing this phenomenon in a Bespoke paint finish required more than one year of experimentation. The paint chemistry, application timings, and base coat were extensively trialled in order to meet the client’s concept. The final finish is achieved by applying seven layers of lacquer, including a specially formulated pearlescent coat, infused with fine flakes of magnesium fluoride and aluminium. This creates a deep metallic effect under low light that bursts into rainbow technicolour in bright sunshine.

The Spectre Lunaflair concept was partially inspired by another Bespoke masterpiece, the one-of-one Phantom Syntopia. Revealed in 2023, it features a dark iridescent Liquid Noir finish, infused with colour-shifting, mirror-like pigment. Captivated by Phantom Syntopia’s appearance, the commissioning patron asked the Bespoke Collective to create a light and luminous expression of this concept that reflected their fascination with the lunar halo phenomenon.

This cross-pollination of ideas, where a previous commission directly informs and inspires a completely new concept and story, speaks to the power of Bespoke. For the marque’s Bespoke Collective of designers, engineers and craftspeople, this virtuous creative circle and interconnection of ideas constantly provides new opportunities for the advancement of their art.

Spectre Lunaflair’s dramatic coachwork is complemented by a fully Bespoke interior. It includes Navy Blue, White, and Peony Pink tones, recalling the spectrum of hues that can be witnessed during a lunar halo. The colour scheme appears on the seats, doors and the Starlight Headliner. This theme is also carried onto the dual-tone steering wheel, with a Navy Blue outer and an Arctic White inner side.

Only one Spectre Lunaflair will ever be produced. The unique Lunaflair paint finish is reserved exclusively for the commissioning patron.

- ENDS -

TECHNICAL INFORMATION

Spectre: WLTP: Power consumption: 2.6-2.8 mi/kWh / 23.6-22.2 kWh/100km. Electric range 329 mi / 530 km. NEDC: CO2 emissions 0 g/km.

Further technical information: [**https://bit.ly/3XtQW7q**](https://bit.ly/3XtQW7q)

FURTHER INFORMATION

The Spectre Lunaflair photography was captured in the middle of the United States on the night of 17 September 2024, as the Supermoon – the full Moon occurring when it is within its closest proximity to Earth – illuminated the heavens. This celestial event coincided with a partial lunar eclipse, as the Moon entered the Earth’s outer shadow.

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); [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. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99:-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched 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.

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 Corporate Relations and HeritageAndrew Ball: +44 (0)7815 244064 [Email](mailto:andrew.ball@rolls-roycemotorcars.com) |
| Head of Global Product CommunicationsGeorgina Cox: +44 (0)7815 370878[Email](mailto:Georgina.Cox@rolls-roycemotorcars.com) | Global Product PR Manager Katie Sherman: +44 (0)7815 244896 [Email](mailto:Katie.Sherman@rolls-roycemotorcars.com) |
| Head of Global Luxury and Corporate Communications Marius Tegneby: +44 (0)7815 246106 [Email](mailto:Marius.Tegneby@rolls-roycemotorcars.com) | Sustainability and Corporate Communications ManagerLuke Strudwick: +44 (0)7815 245918 [Email](mailto:luke.w.strudwick@rolls-roycemotorcars.com) |
| Global Bespoke 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 (South) and India [Email](mailto:apacpr@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) |
| United Kingdom, Ireland, Middle East and Africa Isabel Matthews: +44 (0)7815 245127 [Email](mailto:isabel.matthews@rolls-roycemotorcars.com) |  |