ROLLS-ROYCE | MEDIA INFORMATION

CHIEF EXECUTIVE SIGNS OFF
FIRST ABOVE-GROUND CONSTRUCTION
AT EXTENSION TO HOME OF ROLLS-ROYCE

Monday 7 April 2025, Goodwood, West Sussex

* Chris Brownridge, Chief Executive, signs first steel column erected on new extension site
* Marks the beginning of above-ground construction on £300 million project
* First of 437 columns forming the ‘skeleton’ of the new 40,000m2 building
* Structure due for completion within the next nine months
* Extension is the largest single investment in the Home of Rolls-Royce since 2003

*“Today’s signing ceremony is an important symbolic moment for this landmark project. We wanted to formally mark the start of construction on the main building, which is so central to our future, and to the enormous economic contribution Rolls-Royce Motor Cars makes to the local, regional and national economies. The work will continue at pace, with a target to complete the structure within the next nine months; we can then move on to fitting-out and installing the new equipment and facilities we need to support our rapidly growing Bespoke activities, complex Coachbuild commissions and growing portfolio of battery-electric motor cars.”*

**Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars**

Chris Brownridge, Chief Executive of Rolls-Royce Motor Cars, marked the official start of above-ground construction of the new main building by signing the first steel column erected on the company’s extension site at Goodwood.

The signed steel column is the first of 437 that, together with beams and other supporting members, will form the internal framework of the new 40,000 square-metre (430,500 sq ft) facility. The columns vary in size according to their location and function, but typically stand 12-13m (c. 40 feet) high. They will be lifted in by crane, guided into position by staff on the ground and securely bolted to the concrete foundation pads which were cast on the site earlier this year.

Adopting the same pattern used for the foundation pads, Rolls-Royce’s technical construction & engineering partner is placing the first columns on the site’s northern elevation, then gradually working their way southwards.

The finished framework will be clad with sustainable materials, carefully selected for their longevity, low environmental impact, aesthetic value and ability to blend in with the surrounding landscape. Like the existing manufacturing plant, the new building will have a living roof, providing an important new habitat for birds and insects; it will also generate its own renewable energy, using air-source heat pumps for low-level heating and a bio-solar roof to produce electricity.

Once complete, the building will house a new Exterior Surface Finish Centre (paint shop) together with a range of new equipment and dedicated areas for Bespoke and Coachbuild commissions, as well as production of the marque’s new generation of battery-electric motor cars.

The Chief Executive’s personal signature of approval on the work recalls the practice on the marque’s assembly line, whereby individual elements such as doors and chassis components were signed off with a chinagraph pencil by a supervisor before progressing to the next stage of assembly. This practice was also followed by Sir Henry Royce himself, who personally inspected and signed off every design produced by his team.

The columns represent the first permanent above-ground elements of the new building. The site is already home to a group of temporary offices, known as the Construction Hub, which acts as the central headquarters for the Site Strategy team and independent contractors working together on the extension project.

At £300 million, the new extension represents the largest single investment in the Home of Rolls-Royce since it opened in 2003. It will help safeguard thousands of jobs and boost Rolls‑Royce’s contribution to the UK economy, which currently stands at over £500 million annually.

– ENDS –

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);[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%3A-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.

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