ROLLS-ROYCE | MEDIA INFORMATION

Rolls-Royce manchester UNVEILS NEW LUXURY SHOWROOM

Thursday 10 April 2025, Goodwood, West Sussex

* Rolls-Royce Manchester unveils new luxurious showroom after extensive redesign and redevelopment
* The elegant and luxurious new showroom marks the next step in the story of Rolls-Royce Motor Cars in the city of Manchester, which has a significant historical connection to the marque
* New visual language resonates with younger demographic of clients
* Contemporary redesign reflects increasing demand for the marque’s pinnacle products

*“After extensive redevelopment, I am delighted to unveil the newly refurbished Rolls-Royce Motor Cars Manchester. The northern metropolis has long been an important place for Rolls-Royce: on 4th May 1904, Charles Rolls and Henry Royce first met in the Midland Hotel, in central Manchester, and it was from this meeting that the marque’s two founding fathers laid the foundations for what would become a brand synonymous with creating ‘the best car in the world’. The new showroom, with its wealth of innovative digital technologies and elegant, luxurious design, marks an important step for the marque and our clients. The space is the perfect embodiment of the marque, an ideal space for our highly experienced team to welcome clients, media, and friends of the brand, and brings our visual identity to life.”***Boris Weletzky, Regional Director, United Kingdom, Europe, and Central Asia, Rolls-Royce Motor Cars**

*“We are thrilled to unveil our new, state-of-the-art showroom in Manchester, an extensive redesign that perfectly reflects the luxury and craftsmanship of Rolls-Royce. As we celebrate 30 years of partnership with the marque, we’re proud to mark this milestone with a facility that matches the unparalleled excellence of the brand. Located in Wilmslow, Cheshire, this new space offers our clients an elevated experience, blending heritage with cutting-edge technology and showcases Rolls-Royce craftmanship. Our long-standing relationship with the team at Rolls-Royce Goodwood has always been strong, and this exciting new chapter further cements our shared commitment to providing the finest service and motor car experience. We’re looking forward to welcoming clients to this exceptional facility, and to continuing our journey with Rolls-Royce as we look to the future.”***Jon Crossley, Managing Director, Rolls-Royce Motor Cars Manchester**

The city of Manchester is a pivotal part of the Rolls-Royce success story. It was here, in 1904, that Henry Royce and The Hon. Charles Stewart Rolls first met and forged an agreement that Rolls would sell all the cars Royce could make, under the name ‘Rolls-Royce’.

Today, Rolls-Royce Motor Cars Manchester’s redesigned showroom continues that legacy, offering clients a serene and luxurious environment where they can immerse themselves in the brand and collaborate with a highly experienced team of professionals to create their dream commission.

Located in a prominent position in the leafy suburbs of Manchester, the space showcases the marque’s pinnacle products and provides clients with an unparalleled experience, in line with Rolls-Royce’s continuing evolution as a true global luxury goods brand.

The space offers clients an immersive experience from the moment they step foot into the showroom: the door is modelled on Rolls-Royce’s famous Pantheon grille and provides a discreet, tantalising glimpse of what lies within. The doorway is topped by the marque’s iconic figurine, the Spirit of Ecstasy.

Inside, the new showroom seamlessly blends sophistication, contemporary luxury, and creative expression – while staying true to the marque’s rich heritage. Honouring the shared vision of Henry Royce and Charles Rolls, the space features carefully curated references to the brand’s founding fathers, ensuring their pioneering spirit continues to inspire every commission.

The *Cabinet of Curiosities*, an eclectic mix of intriguing, timeless and iconic objects, is curated to inspire creativity and spark meaningful conversations as part of the commissioning process. The *pièce de résistance*, *the Atelier,* houses some of the marque’s most exquisite examples of craftsmanship, including wood veneers, leathers, embroidery threads in a variety of vivacious hues, as well as lambswool samples. The surface-finish samples are presented in the familiar Rolls-Royce speedform shape, making it easy to imagine the almost endless two-tone colour combinations; the leathers are rolled on wands with handles from Rolls-Royce’s famous umbrellas, while the veneers are shaped like the cross-section of an aerofoil, recalling Charles Rolls’ aviation exploits. This sensory-inspired room helps clients to envisage their dream commission coming to life.

The redesigned Manchester showroom stands as a testament to the dealership’s unwavering commitment to excellence. Over the years, Rolls-Royce Motor Cars Manchester has embarked on an extraordinary journey, marked by prestigious accolades and groundbreaking achievements. In 2024, the dealership was honoured with the ‘Global Provenance Dealer of the Year’ award, and in 2023, its highly skilled team collaborated with the marque’s designers to create the ‘Manchester Ghost’ – an exclusive, one-of-one Bespoke commission that beautifully celebrated the city’s rich legacy and heritage.

A Rolls-Royce is unapologetically luxurious, instantly recognisable, and synonymous with beauty, elegance, and timeless design. In the newly redesigned Manchester showroom, each motor car is given the stage it deserves, meticulously framed and presented in a way that reflects its unique personality and character, ensuring that the spirit of Rolls-Royce is felt in every detail.

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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); [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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