ROLLS-ROYCE | MEDIA INFORMATION

FINAL STRUCTURAL BEAM SIGNED BY ROLLS-ROYCE DIRECTORS AS LANDMARK £300 MILLION EXTENSION REACHES KEY MILESTONE

Monday 30 June 2025, Goodwood, West Sussex

* Ceremony echoes Sir Henry Royce’s tradition of personally signing off new designs
* Final steel beam of 40,000m² extension signed by Rolls-Royce Board of Directors
* Marks rapid progress – just four months after the CEO signed the first structural column
* Landmark extension is the largest single investment in the Home of Rolls-Royce since it opened in 2003

*“Just four months ago, I signalled the start of above-ground construction on our £300 million extension project by signing the first steel column to be installed. My fellow Board Directors and I have now signed the last beam to be lifted into place, completing the internal framework of our new main building. The project is running at great pace, with the external structural work due to be finished in the autumn. This rapid progress reflects the extension’s fundamental importance to our business, providing the additional space and upgraded equipment we need to continue expanding our Bespoke and Coachbuild operations, in line with global client demand.”*

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

Rolls-Royce has marked a major milestone in the development of its new extension at the Home of Rolls-Royce, Goodwood. In a formal ceremony, members of the company’s Board of Directors signed the final steel beam to be installed in the building’s internal structure, before it was lifted into place at the structure’s highest point.

The signing ceremony comes just four months after Chief Executive, Chris Brownridge, signed the first of 437 steel columns, each standing up to 13 metres high, marking the beginning of the building’s structure. The new 40,000m² building will support the marque’s expanding Bespoke and Coachbuild capabilities and house a new Exterior Surface Centre.

With the full steel framework now in place, attention now turns to the next phase of the project, which includes cladding the structure and integrating it with the existing facility via a 30 metre, 20-tonne steel bridge, delivered and installed as a single assembly earlier this year.

The ceremonial signing evokes an earlier Rolls-Royce tradition, in which supervisors would initial completed body panels or mechanical components with a chinagraph pencil before passing them to the next stage in assembly. This practice itself echoed Sir Henry Royce’s own insistence on personally inspecting and approving every new component – often requiring near-daily, 400-mile round trips between the company’s original factory in Derby and Sir Henry’s home, ‘Elmstead’, in West Wittering. Just a few miles from the marque’s present-day home at Goodwood, Elmstead served as both a retreat and a workspace for Royce, who would test, refine and sign off designs there – a legacy that continues on the very same Sussex roads still used today by the marque’s test and development team.

Costing over £300 million, the landmark new extension represents the largest single investment in the Home of Rolls-Royce Motor Cars since it launched in 2003. Once completed, it will further strengthen the company’s economic contribution to the United Kingdom, which currently exceeds £500 million annually.

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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 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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