ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE SPECTRE INSPIRED BY PRIMAVERA:

A SPRINGTIME VISION TO CARRY INTO THE YEAR AHEAD

Tuesday 26 August 2025, Goodwood, West Sussex **(Embargo to 13.00 BST)**

* Rolls-Royce Motor Cars presents Spectre Inspired by Primavera
* A Bespoke series inspired by the transient beauty of springtime
* Includes three expressions celebrating different aspects of the season
* Features Blackwood interior panels, engraved with a cherry blossom motif
* Delicate hand-painted floral coachline motif
* New 23-inch wheel design, inspired by a flower in bloom

*“Spring is a moment of celebration in cultures around the world. It is associated with youth and romance, the return of light and warmth after the darkness of winter. Its joyous transformation is swift and fleeting, which makes it all the more precious. In Spectre Inspired by Primavera, we captured the emotions this moment brings for clients to enjoy all year round. There is a wonderful contrast at the heart of this Bespoke series: the transience of the season, expressed through the permanence of a Rolls-Royce. Spectre Inspired by Primavera reflects the constant evolution of Rolls-Royce Bespoke, which is shaped by the ever-changing imaginations of our clients.”*

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

Rolls-Royce Motor Cars is delighted to announce Spectre Inspired by Primavera, a poetic exploration of spring expressed through a series of highly Bespoke motor cars. Named after the Italian word for spring, Spectre Inspired by Primavera features carefully curated Bespoke details that evoke the feeling of the season: delicate, uplifting, and alive with promise.

The Spectre Inspired by Primavera Bespoke series includes three distinct expressions –Evanescent, Reverie and Blossom. Each offers a different interpretation of the season, available to commission until the beginning of next year, with deliveries commencing ahead of spring 2026.

**Spectre Inspired by PrimaverA: a poetic expression of the season**

Presented in three different colourways, each motor car features a cherry blossom motif – an evocative emblem of spring. These floral elements were individually hand-sketched by a Rolls‑Royce Bespoke designer before being digitised and translated into exterior and interior features.

On the exterior, each motor car is distinguished by a hand-painted coachline motif depicting a cherry branch in bloom. A new, intricate 23-inch alloy wheel design also debuts for this series, evoking a flower in bloom. Its directional form reminds petals gradually opening to meet the spring light – a subtle reference to nature’s vitality.

Cherry blossom continues inside: on the Illuminated Treadplates, which also bear the Spectre Inspired by Primavera name, and on the headrests, where a sculptural, silhouette-based stitch embroidery technique captures the appearance of petals.

The highlight of each motor car is a uniquely tactile detail: a Blackwood fascia and centre console etched with an expansive, blossoming cherry bough motif. This effect was achieved by experimenting with 37 different laser densities to create a balanced contrast against the polished wood surface, followed by the development of a special sanding process that preserves the detail without diminishing the finish.

Inspired by springtime’s changing constellations in the Northern Hemisphere, bringing the bright stars in Boötes, Leo and Virgo – known collectively as the ‘Spring Triangle’ – into view, each motor car features Starlight Doors, which include 4,796 hand-placed illuminations, and an Illuminated Fascia, depicting an abstract constellation of more than 5,500 individual ‘stars’ alongside the Spectre wordmark.

**Evanescent: LUMINOUS Beauty**

The ephemeral nature of spring and its beauty give Spectre Inspired by Primavera ‘Evanescent’ its name. The motor car’s design draws from the unruly beauty of wildflowers, which fill the fields, woods and hedgerows with their vibrant hues and myriad forms.

The motor car’s Crystal over Arctic White finish is complemented by a coachline, cherry blossom motif, pinstripe wheel centres and brake callipers in Turchese – a vivid accent that continues inside, paired with Grace White leather. A fine line of piping in Chartreuse adds a flash of contrast.

**Reverie: Nature’s Awakening**

Spectre Inspired by Primavera ‘Reverie’ explores the spiritual significance of spring, with its connections to new beginnings, vitality and a reawakening. In keeping with its name, this serene interpretation of Spectre cocoons its occupants in a dream-like atmosphere of absolute peace and serenity.

The exterior is finished in Duck Egg Blue with a coachline and cherry blossom motif hand-painted in Forge Yellow to match the brake callipers and pinstripe wheel centres. The interior is a study in purity, combining Grace White and Charles Blue leather with vibrant Forge Yellow accents.

**Blossom: Season of Renewal**

Spring is a season of fleeting brilliance – a dazzling moment between dormancy and full bloom, when nature briefly reveals its most vivid and delicate forms.

Spectre Inspired by Primavera ‘Blossom’ captures this spirit through its Velvet Orchid Metallic exterior, a deep, expressive colour that evokes the richness and rarity of early spring blooms. A shoulder coachline and floral motif, alongside brake callipers and pinstripe wheel centres in Forge Yellow, introduce graceful flashes of sunlight and energy.

Inside, the cabin pairs Grace White leather with rich Peony Pink accents, while Forge Yellow piping brings a final flourish of seasonal vibrancy.

Spectre Inspired by Primavera is a tribute to spring’s fleeting beauty and the emotions it evokes: preserved forever in the permanence of a Rolls-Royce commission.

- 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. CO2 emissions 0 g/km.

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

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:-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 RelationsAndrew Ball: +44 (0)7815 244064 [Email](mailto:andrew.ball@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) |
| Head of Global Product CommunicationsGeorgina Cox: +44 (0)7815 370878[Email](mailto:Georgina.Cox@rolls-roycemotorcars.com) | Global Bespoke Communications  Malika Abdullaeva: +49 151 6019 7646 [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 Juliana Tan: +65 9695 3840 [Email](mailto:Juliana.Tan@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) |
| Middle East and Africa Haya Shanata: +971 56 171 7883 [Email](mailto:haya.shanata@rolls-roycemotorcars.com) | United Kingdom and Ireland  Isabel Matthews: +44 (0)7815 245127 [Email](mailto:isabel.matthews@rolls-roycemotorcars.com) |