ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE CELEBRATES 100 YEARS OF PHANTOM

AT GOODWOOD REVIVAL 2025

Thursday 11 September 2025, Goodwood, West Sussex

* Rolls-Royce Motor Cars marks 100 years of Phantom at Goodwood Revival 2025
* Five magnificent examples of historic Phantoms displayed on the Aerodrome Lawn
* On-track appearances by four Phantom course cars throughout the event
* Continues a year-long centenary celebration of the marque’s pinnacle product

*“No motor car has played such a pivotal role in shaping automotive and cultural history as the Rolls-Royce Phantom. Over eight generations spanning 100 years – a remarkable anniversary we’re honouring throughout 2025 – it has represented the very best in engineering, comfort and personal expression for its owners, and won admirers around the world. Goodwood Revival – on the doorstep of the Home of Rolls-Royce – is the perfect setting in which to celebrate this extraordinary motor car and its continuing legacy, with five of the most distinctive and historically important Phantoms ever created on public display. They vividly illustrate the aesthetic, technical and emotional through-lines that connect the original ‘New Phantom’ created by Henry Royce in 1925 to the highly Bespoke Phantom commissions we bring to life for our clients a century later.”*

**Andrew Ball, Head of Corporate Relations, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars continues its year-long programme marking the centenary of its pinnacle product, Phantom, at this weekend’s Goodwood Revival.

The centrepiece of the marque’s annual presence at the event will be a display on the Aerodrome Lawn, consisting of five magnificent Phantoms representing key moments and developments in the model’s 100-year history.

The selected motor cars are:

**PHANTOM I BROUGHAM DE VILLE – ‘THE PHANTOM OF LOVE’**

Dating from 1926 – the year after the original New Phantom was launched – this celebrated motor car is one of the finest examples of automotive art and craftsmanship ever created. It was commissioned by Clarence Warren Gasque as a gift for his wife, Maude, an heiress to the Woolworth family fortune, and was both a magnificent monument to his devotion, and an immoderate homage to her passion for 18th Century French history and design. Interior details include bespoke Aubusson tapestries, a hand-painted ceiling with gilded cornices, and a drinks cabinet topped with a French Ormolu clock and a pair of French porcelain vases filled with gilded metal and enamel flowers.

**PHANTOM II CONTINENTAL TOURING PARK WARD**

The now rare and highly prized Phantom II Continental was the production version of an experimental compact, sporting Phantom II variant produced for Henry Royce’s personal use. It was designed for high-speed touring over long distances on the smooth, straight roads of Europe and one of the few Phantoms of its era in which weight, wind resistance and other performance-related factors were as important as passenger comfort. This example, chassis 92PY, was commissioned by Mr A Y Gowen, an American industrialist who owned 16 Rolls-Royce motor cars during his lifetime. Intended for his travels around Europe, it’s fitted with a sunroof as well as the unique yellow tinted sun visor.

**PHANTOM III**

This beautiful motor car was originally ordered and delivered to Major Frederick Warren Pearl of Eaton Square, London SW1, in 1937. It passed through a number of hands before being exported to the United States. In 1989 it was repatriated to the UK and acquired by its current owner in 1995, following a comprehensive restoration.

**PHANTOM IV LANDAULETTE**

Phantom IV is the most exclusive model to bear the Phantom name: just 18 examples were produced between 1950 and 1956 and were offered only to royal families and heads of state. The chassis was 23.5 inches longer than that of the similar Silver Wraith; it was also the only Rolls-Royce to be fitted with a straight 8-cylinder engine. Phantom IV is still used by the British royal family for state occasions.

**PHANTOM V**

A magnificent and rare Rolls-Royce Phantom V with coachwork by James Young, this elegant PV22 model is finished in its original Midnight Blue. It was ordered by Marks & Spencer in January 1963 for the use of its chairman, Lord Marks, and delivered to him in March 1964. In perfect mechanical order, it has covered just 92,000 documented miles from new.

During the Revival, Phantom will also make regular appearances on the legendary Goodwood Motor Circuit. Four Phantom course cars will run from the assembly area between each race, demonstrating the power, precision and dynamic ability that continue to define Phantom as ‘the best car in the world’ after 100 years.

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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:-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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