ROLLS-ROYCE
MOTOR CARS LTD

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Inspiring Greatness. For over 100 years, Rolls-Royce Motor Cars has pushed the boundaries of luxury, creating new realities both within and beyond automotive design.

Brand System

WHAT IS ROLLS-ROYCE

HISTORY

CURRENT PRODUCT & SERVICE

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What Is Rolls-Royce

MISSION STATEMENT

VISION STATEMENT

INSPIRING GREATNESS

WHAT ROLLS-ROYCE BELIEVES

"Inspiring Greatness. For over 100 years, Rolls-Royce Motor Cars has pushed the boundaries of luxury, creating new realities both within and beyond automotive design."

WHAT ROLLS-ROYCE VALUES

"Our strive for perfection guides us.
Rolls-Royce is an everlasting expression of the exceptional, where everything we do reflects our persistence and commitment towards the remarkable."

OBJECTIVE & APPROACH

MISSION STATEMENT

"Rolls-Royce Motor cars offer the most exclusively luxury auotmobiles built to utmost perfection"

VISION STATEMENT

"Our vision, in its purest form, is to create the automotive equivalent of haute couture. This is the future of luxury mobility"

EVERLASTING EXPRESSION OF THE EXCEPTIONAL

TO THOSE WHO DARE

To the innovators and rule-breakers, when you own a Rolls-Royce, you own the road ahead. Your adventures transcend the ordinary and are gateways into a world of new possibilities

History

TIMELINE

CREATIVE DIRECTORS

HISTORY

1884

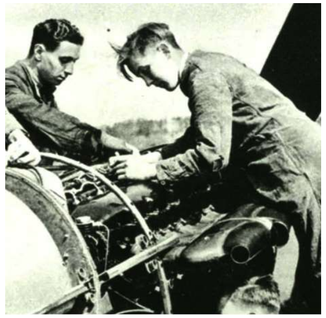
Electrical and Mechanical business established by Henry Royce.

1904

Henry Royce met Charles Rolls, Royce Limited would manufacture a range of cars to be exclusively sold by CS Rolls & Co. 4 cars will built - 10 horsepower (2 cylinder) £395, 15 hp (3 cylinder) £500, 20 hp (4 cylinder) £650, 30 hp (6 cylinder) £890. Unveiled in Paris Salon on 12/15.

1906

Rolls-Royce company became public in March 1906 for £100,000. Derby factory constructed to meet demands, with a size of 12.7 acres.

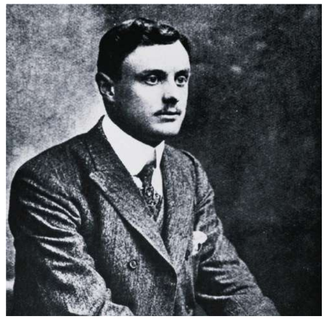


1907

Became known for smoother, quieter, more reliable cars. 6 cylinder Silver Ghost launched and declared the best car in the world - covering 14,371 consecutive miles. Known for being more smooth, quiet, and reliable.

1910

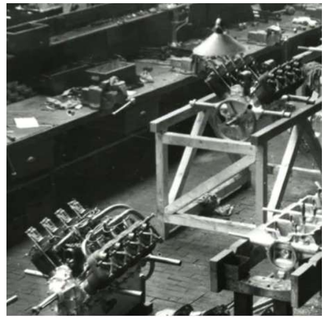
Rolls died in a plane crash. Royce fell sick but worked from his house.



HISTORY

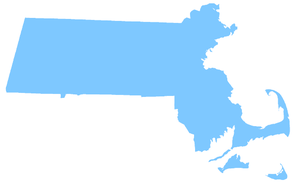
1914

The open bodied ghost built for the Austrian Alpine Trials won the race by achieving 80 mph for the first time. Royce designed the first aero engine, the Eagle, producing half of the total horsepower used in the air wars by the allies. As a result, civilian production came to a halt.



1920

Entered the USA by buying a site in Massachusetts - closed in 1931. Entered the aviation industry.



1925

Phantom 1 was first released and superseded Silver Ghost. 7875 Ghosted were produced until then.

1929

Engine developed for the 1929 Ghost was further developed into merlin engine and power both spitfire and hurricane.

1931

Developed the 'R' engine and established a new world air speed record of over 400 mph, and established new world records on both land and water.

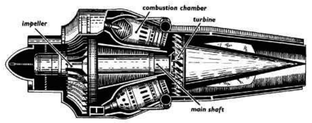
HISTORY

1938

Wrath was first released.

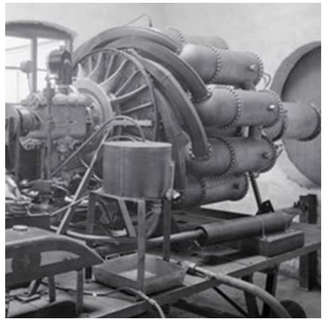
1940

The Merlin powered the Hawker Hurricane and Supermarine Spitfire in the Battle of Britain. Demand for Merlin during WW2 made RR into a big company for aero propulsion.



1941

Began development of aero gas turbine, pioneered by Sir Frank Whittle. Committed to the gas turbine.



1946

Silver Wraith, a coach built body, was made.

1949

Silver Dawn with a standard wheel was introduced. These were much lighter and mostly exported.

HISTORY

1950

V8 engines were used for the first time in the Phantom V.

1953

Entered the civil aviation market with the Dart in the Vickers Viscount, became the cornerstone of universal acceptance of gas turbines in the Airline industry.

1959-1966

Engine companies Blackburn, Bristol, Armstrong Siddeley, de Havilland and Napier were merged into RR.

1960

Launched the widebody airliner RB211 for the Lockheed L-1011 Tri-Star.

1971

Early problems with the RB211, RR bought by the British Government and named Rolls Royce Limited.

HISTORY

1980

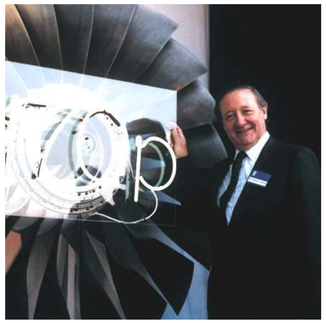
British defense company bought RR completely. First limousine released - Silver spirit, Silver Spur.

1983

Thrust 2 broke the land speed record - 633.468 mpg, powered by RR Avon 302 jet engine.

1987

Returned to the private sector, merged and acquired many times.

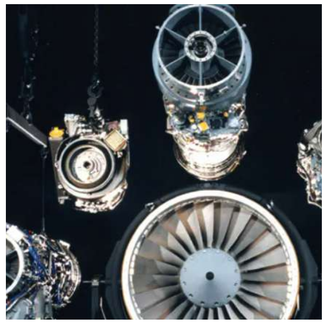


1990

Formed an aero engines joint venture with BMW of Germany. Joint venture is currently owned by RR.

1995

Acquired Allison Engine Company, bringing major new civil engines.



HISTORY

1998

Sold by Vickers to Volkswagen, though BMW hold the rights to the name and the marque for use on Rolls Royce cars, having acquired the rights for £40M in 1998. Therefore, neither companies can make and sell the cars. They came to the understanding that Volkswagen will produce and use the brand name until 12/31/2003, after which, everything will be bought by BMW.

1999

Took full control of oil and gas joint venture, Cooper Rolls. Acquired National Airmotive in California. Acquired Vickers plc.

2003

Bought by BMW, a German company (even though RR is british), production was moved to a Goodwood, England. 60% of materials used to make the car is recycled. Art collaboration.

2004

Celebrated centenary through special events.

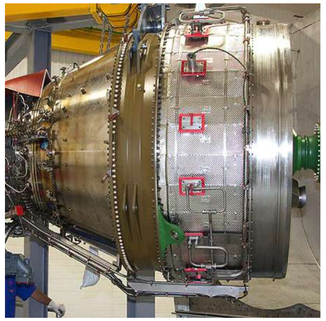
2005

Opened a 6000 square meter Marine facility in Shanghai.

HISTORY

2007

MT30 marine gas turbine selected to power the US Navy's first 2 DDG-1000 multi mission destroyers.



2009

Construction for manufacturing and assembly facility at Crosspoint in US.

2015

Dawn was first announced and released the following year.

2010

Built engines for airplanes like the Boeing, Trent, and Airbus.

~PRESENT

1955 - 1969
John began his career as designer with Nutting in 1935, moving up to Chief Designer before leaving in 1940 to join Rolls-Royce. There he served as a draughtsman, stylist in the car division, and chief styling engineer.

JOHN POLWHELE BLATCHLEY

1968-1977
John Coplin , aeronautical engineer, was chief designer of the Rolls-Royce's RB211 aero-engine from 1968-1977 before taking on senior management roles within the company, including Director of Technology and Design. He served on a number of government committees including the Ministry of Defence Aerospace Technology Board, which he chaired from 1984-5.

JOHN COPLIN

1999- 2012
Since 1992 Ian has worked for BMW, firstly as an Exterior Design Studio Manager, BMW (Munich) where he was responsible as Project Leader for the E46 , E52 and the L30, working both at Gaydon in Warwickshire and Munich. In 1999 he was appointed Rolls-Royce Chief Designer, resulting in the launch of Phantom in 2003 and all subsequent Phantom and Ghost family models.

IAN CAMERON

CREATIVE DIRECTORS

2012-2018
Giles Taylor has run the design department at Rolls-Royce for nearly six years now. Before that, he was its head of exterior design. Taylor oversaw the design of the Phantom and Cullinen, two of the most important Rolls-Royce products out there today, as well as the Dawn convertible.

GILES TAYLOR

2018-2019
Kabaň, 46, is an experienced and talented designer, having spent the majority of his career at a senior level in automotive design and helped Rolls Royce's design when he was in his position.

JOZEF KABAN

2021-now
Anders Warming was appointed as the Director of Design on 1 July, 2021. Warming held various experience in design as he worked at BMW for almost 20 years. By joining Rolls Royce, Warming is going to define the future aesthetic direction and challenge the fundamental design principles which have guided the brand for over 100 years.

ANDERS WARMING

CREATIVE DIRECTORS

CURRENT PRODUCTS

AUTOMOBILE

BOUTIQUE

ACCESSORY

SEDAN

Phantom
MSRP: From $455,000

Phantom Extended
MSRP: From $550,000

Ghost
MSRP: From $311,900

Ghost Extended
MSRP: From $380,000

COUPE

Wraith
MSRP: From $343,350

Dawn
MSRP: From $368,850

SUV

Cullinan
MSRP: From $330,000

BLACK ∞ BADGE

Black Badge Ghost
MSRP: From $398,850

Black Badge Wraith
MSRP: From $465,650

Black Badge Dawn
MSRP: From $406,500

Black Badge Cullinan
MSRP: From $380,000

FOR THE CONNOISSEURS

Cellarette
Starts at $61,085

Picnic Hamper
$46,000

Glove Box Humidor
$4050

Icon Luggage Collection
$4900

FOR NEW HORIZONS

Hosting Service
Price on Request

Cullinan Viewing Suite
$20,000

Cullinan Tow Bar Mounted Bicycle Carrier
$1950

Dawn Areo Cowling
$34,000

FOR THE FAMILY

Limited Edition Headphones
$1210

Luggage Compartment Net
Price $265

All Weather Floormats
$1105

Wireless Car Hotspot
Price NA

BESPOKE BOUTIQUES

Kinetic Luggage Collection
Start From $46000

Personalized Cushions
$762

Personalized Headsets
Price on Request

Tailored Indoor Car Covers
$1614

ACCESSORIES

Pursuit Seat
$8800

Rolls Royce Umbrella
$700 Per Umbrella

Leather Writing Pad
$2978 Per Pad

Personalized Key Back
$930 Per Back

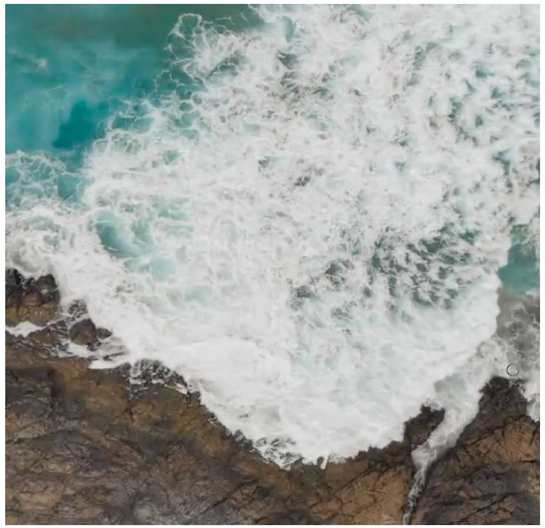
BESPOKE

AN INTRODUCTION TO POSSIBILITY

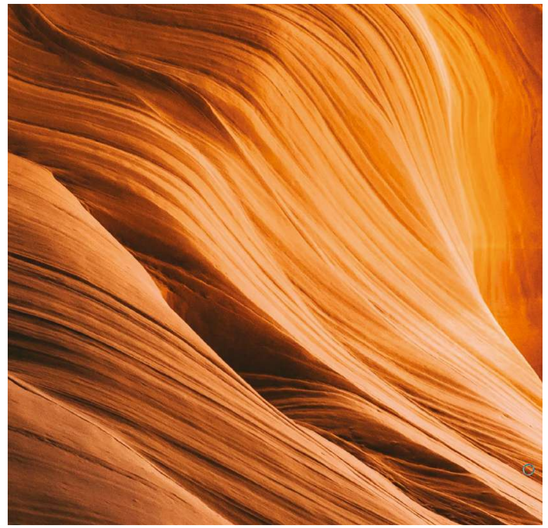
Bespoke is a universe built upon utmost fantasy and unique proclivity. It is the realization of what once existed in faraway dreams. Our collective of artisans and craftspeople take the nascent sparks of your ideas and make them a reality.

UNEARTH YOUR INSPIRATION

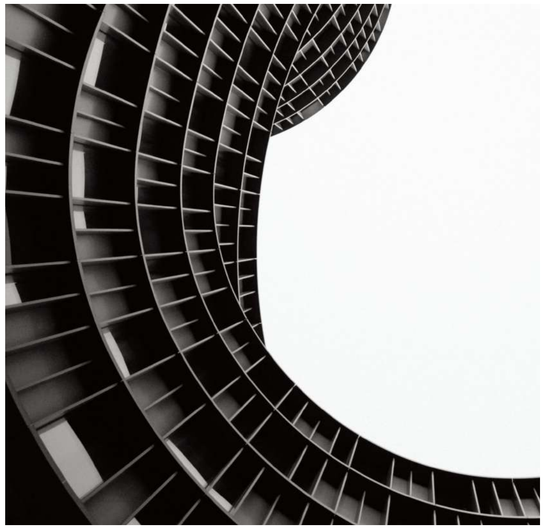
REVEAL YOUR VISION



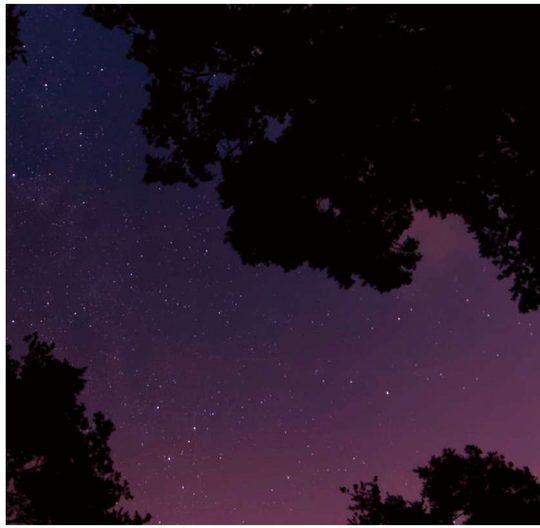
BE MOVED BY MOTION



BE SHAPED BY FORM



LEAD WITH COMPOSITION



UNVEIL NEW PERSPECTIVES

BESPOKE CRAFT

UNBURDENED BY MEASURABLE LIMITATIONS

COMPLIMENTARY CRAFT

SELECTED WITH CARE

AUTOGRAPH PIGMENTS

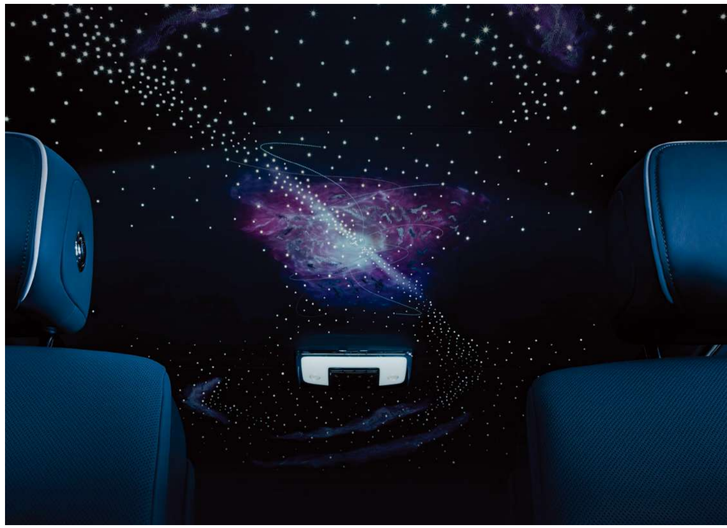
BOOK MATCHING

DARE TO BE DIFFERNET

Black Badge is for those who reject conformity and cultivate their own unique vision. Bespoke is an extension of those individualist principles. Here, the most powerful Rolls-Royce cars in existence can be personalised like no other, creating a defiant masterpiece for your collection.

COLLECTION CARS

EPHEMERAL LIMITED EDITIONS



PHANTOM TEMPUS
Phantom Tempus takes inspiration from the rare pulsar star. These cosmic titans illuminate everything in sight, drawing their surroundings close with their irresistible magnetic pull.

ONE OF ONE

CELEBRATIONS OF ORIGINALITY

PHANTOM ORIBE
Designed and handcrafted by a combined team of Bespoke specialists in Goodwood and Hermès in Paris, the refined Phantom Oribe was envisioned as a 'land jet', incorporating private air travel's serene exclusivity with Phantom's luxurious offering. Its original design perfectly harmonises with its owner's private aircraft.

COACHBUILD

THE PINNACLE OF BESPOKE

SWEPTAIL
The automotive equivalent of haute couture, Sweptail is the result of inspiration from a special patron's admiration of his favourite cars of the early 20th Century, as well as many classic and modern yachts.

BOAT TAIL
Boat Tail's nautical form evokes graceful J-class yachts and a 1932 Rolls-Royce Boat Tail the owners lovingly restored as part of their expansive collection.

DESIGN LANGUAGE / CMF

EXTERIOR

INTERIOR

CMF

THE SPIRIT OF ESCTATSY

The iconic Spirit of Esctatsy crowns every Rolls Royce car from Goodwood's stable, standing aloft and proud. The modern models have integrated an anti-theft feature for the iconic logo. When someone try to pull the muse logo out, the Spirit of Esctatsy will automatically retract into the lide.

Customer can bespoke their Spirit of Esctatsy logo with choice of materials and different finishes

THE ICONIC FRONT GRILLE

Another recognizable design on exterior is Roll Royce's iconic Greek Parthenon front grill, which have been passed on for couple of generations.

Customers now can configure illuminated grille feature on their latest models. In the dark of the night, the Illuminated Grille emits a divine glow, bestowing the car with a distinctive, 24-hour identity.

THE HAND-DREW WAIST LINE

The most recognizable design language on Rolls Royce's exterior should be its waist line. Rolls Royces' smooth and consistent waist line running through the whole body has became a signature design language for multiple generations.

Customer can add hand-drew waist lines with choice of paints on their car to make their ride more unique.

THE COACH DOORS

Unique to Rolls Royce motor cars, the coach door are designed to make a definitive entrance or exit with effortless ease, gracefully closing at the touch of a button.

When the door opens, it also creates a screen blocking the passengers from being stared by others while stepping out of the cabin.

CENTRE WHEEL CAP

Self-righting wheel-centre caps ensure the Rolls Royce badge always remain in their proper, upright position.

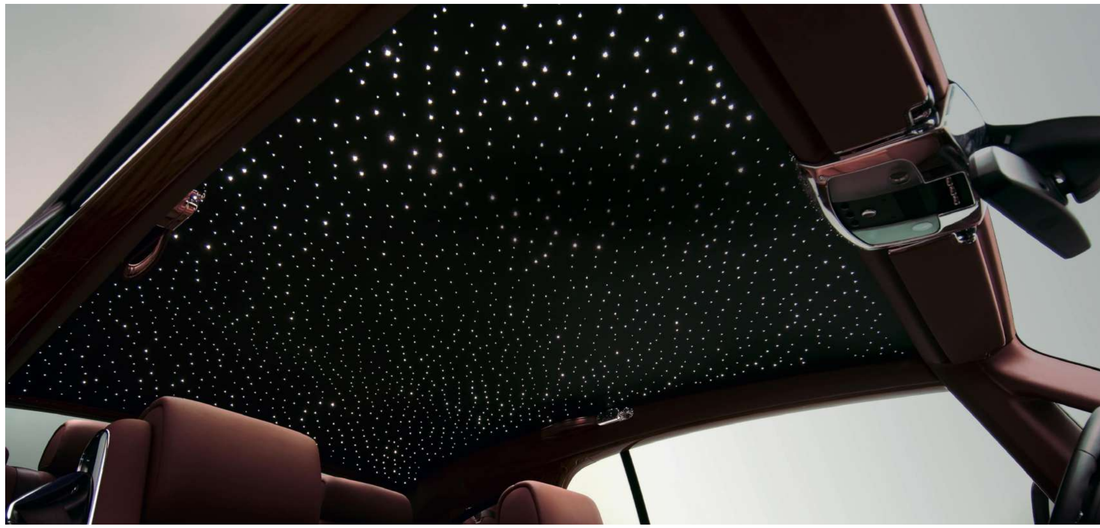
DASHBOARD CONSOLE

The dashboard design language heritage the form of the exterior design. Square cutting edge of dashboard seems to be the extended peice from the engine cover, with consistency and dignity. These panels with smooth dash cornor is warm and inviting, which gives a super comfortable feeling to people

YACHT STYLE

The steering wheel, that is thicker and larger than other steering wheel gives an increasing feeling of grip and more dynamic feel, which makes the whole interior more yacht likely.

RADIANT BENEATH THE STARS



Starlight roof widely used in Rolls Royce's cars. With thousands LED light embed into leather rooftop, it gives the feeling of luxurious and also provides both visually comfort and pleasure at the same time

DIGNIFIED ACCESSORY

The beloved Rolls-Royce umbrella is an iconic accesory stored within the rear doors, acting as an emblem of refined style and function. Commissioned collection umbrellas are recommended for those with a penchant for detail, as they are desgined to match cars exactly.

FRAME THE IMPRESSIONS

The whole design of the central console reserved a large space, just like a blank canvas ready for creative artists or anyone to play with. People could either choose the well-designed stock from Rolls Royce or figure out their own.

SPIRITE OF ECSTASY

The Spirit of ecstasy is a symbol of dreams – of energy, grace and beauty – the Spirit of Ecstasy embodies the heights pursued by a unique and progressive group of friends.The precursor of the Spirit of Ecstasy is the Whisper, an emblem of a Rolls Royce owner's mistress, symbolizing Montagu and Thornton's secret affair.

Each Spirity of Ecstasy is handmade. It can be made from highly polished stainless steel or customized options like gold plating and silver plating.

COLOR AND FINISH

Customers can select colour from one of 44,000. Or they can imagine their own signature colour and Rolls Royce will develop a bespoke paint.

Hand finishing is key to the Rolls-Royce ethos and quality standard. It takes seven days and more than 100 pounds of paint to create a flawless finish. Although it spend a lot of time and money, Rolls-Royce's co-founder Sir Henry Royce said: “The quality remains long after the price is forgotten”.

MATERIAL AND CRAFT

Best motor cars demand the finest material and the most exacting attention to detail. They source the best woods, colours and fabrics. Rolls Royce only uses bull hides for leather, and the leather on the seats never makes a sound. They also use real wood to create luxury surface rather than artificial luxury surface.

Every leather and wood will be checked by hand and eye to ensure they are flawless. And every component of the Rolls-Royce automobile is put together by hand.

Technology

PRESENT TECHNOLOGY

PRESENT TECHNOLOGY

6.8 LITER V12 ENGINE

Rolls Royce shares its 6.8 Liter V12 engine into different series; Phantom, Cullinan and Ghost, which making 563 horsepower and 627 lb-ft of torque.

NOISE REDUCTION

More than 220 pounds of sound dampening material were integrated into the already-sturdy structure of the new Ghost. Besides this, the interior's components were all tuned to the same resonant frequency, so that any small sounds heard inside all blend together into a single note.

PRESENT TECHNOLOGY

PLANAR SUSPENSION SYSTEM

A new suspension setup called the "Planar Suspension System" keeps the ride level and smooth, integrating features like road-reading cameras that help detecting low-frequency bumps and get over it smooth. For high-frequency bumpers, Rolls Royce build additional damper unit and rubber bump stops to connect to the upper wishborne, which is called “Planar Suspension system”.

SATELLITE AIDED TRANSMISSION

The series of new generation uses global positioning satellite data to determine the road and conditions in real time. This data is then used to anticipate how and when to shift gears, in what is called Satellite Aided Transmission (SAT).

FASTEST-ELECTRIC VEHICLE

The aircraft achieved 331 mph over 15 kilometres and broke the fastest time to climb to 3000 metres by 60 seconds with a time of 3 minutes 22 seconds.

Visual & Verbal Identity

LOGO TIMELINE

TRADEMARKS

WORLDMARK

THE SPIRIT OF ESCATASY

GRAPHIC

COLOR & RATIO

FONT

VERBAL IDENTITY

The first Rolls-Royce logo was composed of the brand's iconic emblem, placed on an ornate coat of arms. The famous 'R' typeface was designed in the early years and was a perfect representative of its time's style and sophistication.

1906

The Spirit of Ecstasy figure and another badge was created in 1911. A classy heraldic badge with a rectangular monogram badge in the center and two rampant lions on the sides looked royal and luxurious.

1911

From the 1930s Rolls-Royce started using a simplified logo — the coat of arms is gone and only the iconic symbol stays. The color palette was switched to monochrome, showing the brand's professionalism and authority.

1934

A contemporary minimalistic badge came to the visual identity concept of Rolls Royce. It was a softened solid blue square with the sides arched from the center and rounded corners, with a silver and white "RR" monogram in a recognizable iconic typeface with slightly flared ends of the lines.

1973

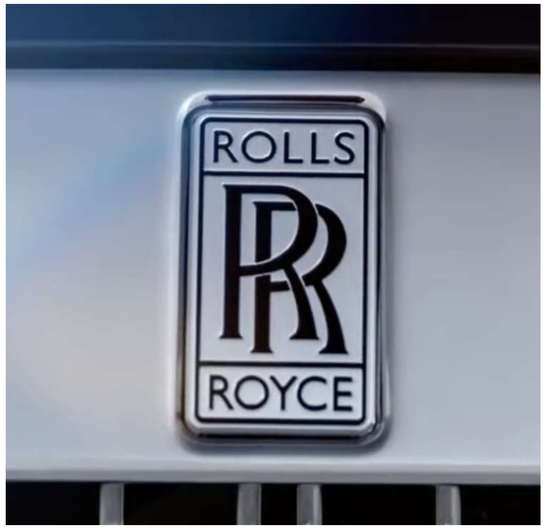
The silver and black plate was use by Rolls Royce. It was a vertically oriented rectangle with rounded angles, a bold black RR monogram in the center, a thin black outline, and the brand's name written along the top and bottom parts of the logo, in the modern medium-weight sans-serif uppercase.

1998

LOGO TIMELINE

TRADEMARKS

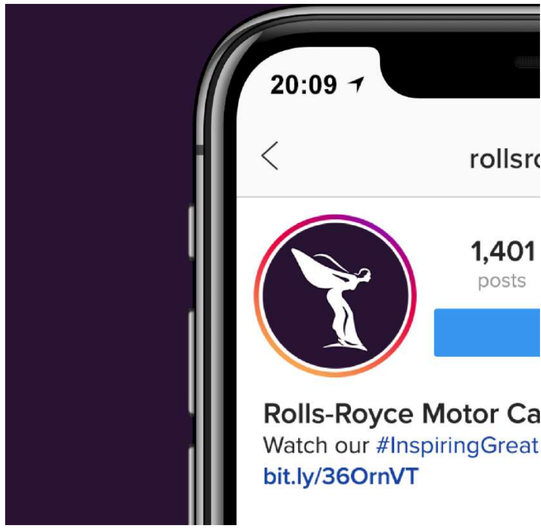
SINCE AUGUST 2020



The badge of honor:
for cars only and is has the stylized double 'R' in the middle with 'ROLLS' and 'ROYCE' placed up and down on the badge.

The monogram:
is for brand communication. It has the same double 'R' with the badge of honor.

The wordmark:
is for brand communication as well. It has a larger brand name on the top with special design letter 'R' and smaller motor cars in all caps below in Riviera Nights typeface but with additionally crafted and beveled letters.



The Spirit of Ecstasy:
is for digital and lifestyle. It is a two-dimensional form based on the figurine drawn and sculpted
by British artist Charles Sykes in 1909.

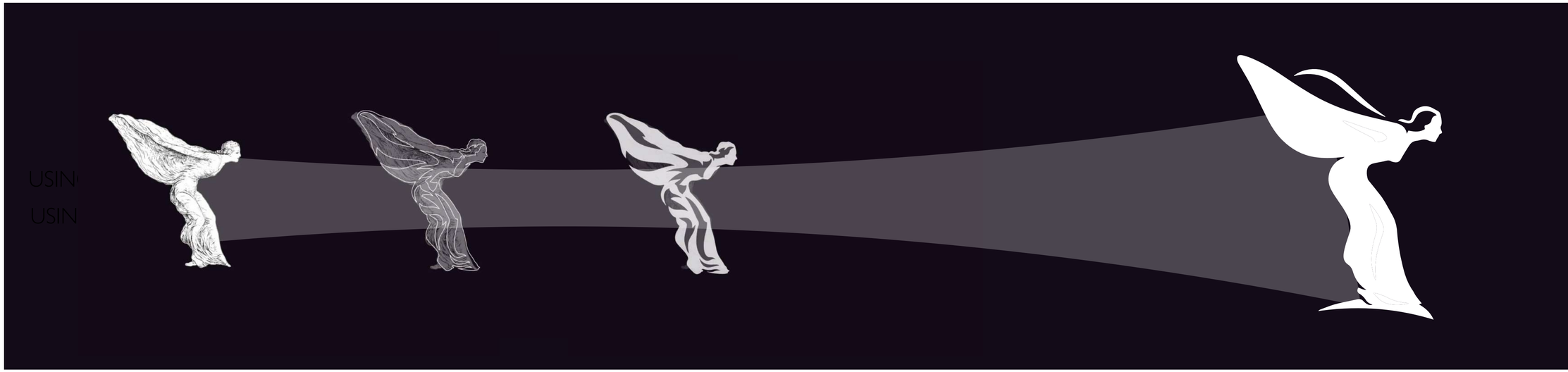
WORLDMARK

FOR DIGITAL AND LIFESTYLE

The new Wordmark celebrates glamour and style, both of which run through the brand's DNA. It represents a significant shift from the current, more corporate, Wordmark and reflects Rolls-Royce's famous signature lightness, sophistication and quiet confidence. The words 'Motor Cars' have reduced in size, with the emphasis reverting to 'Rolls-Royce' and special significance has been paid to the letter 'R', &"L" , from serif to san serif, helps provide additional stability and prominence. Also adjusting the letter endpoint to be a sleek angled line, to increasing the modernity and contemperory feeling to the whole design.

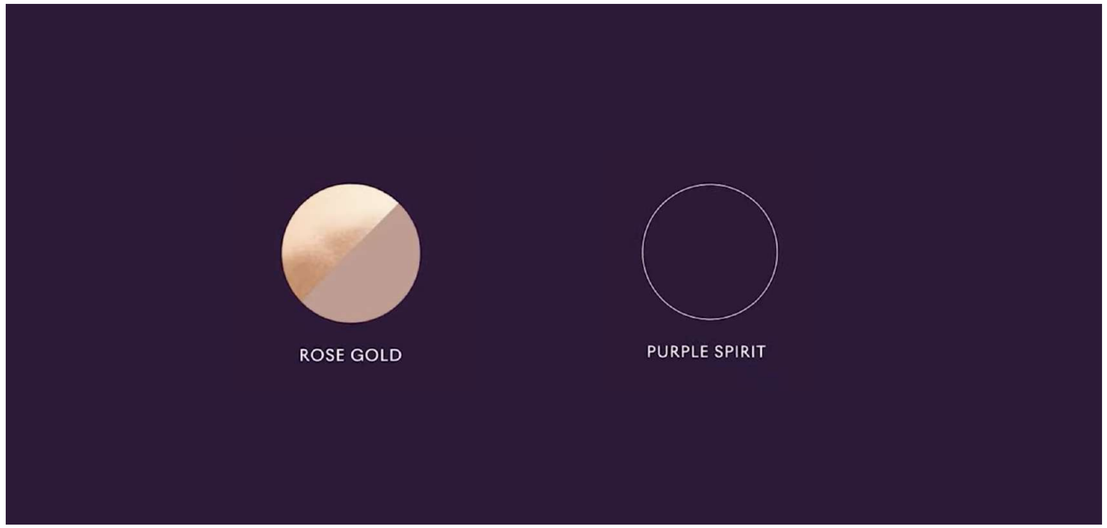
THE SPIRIT OF ECSTASY

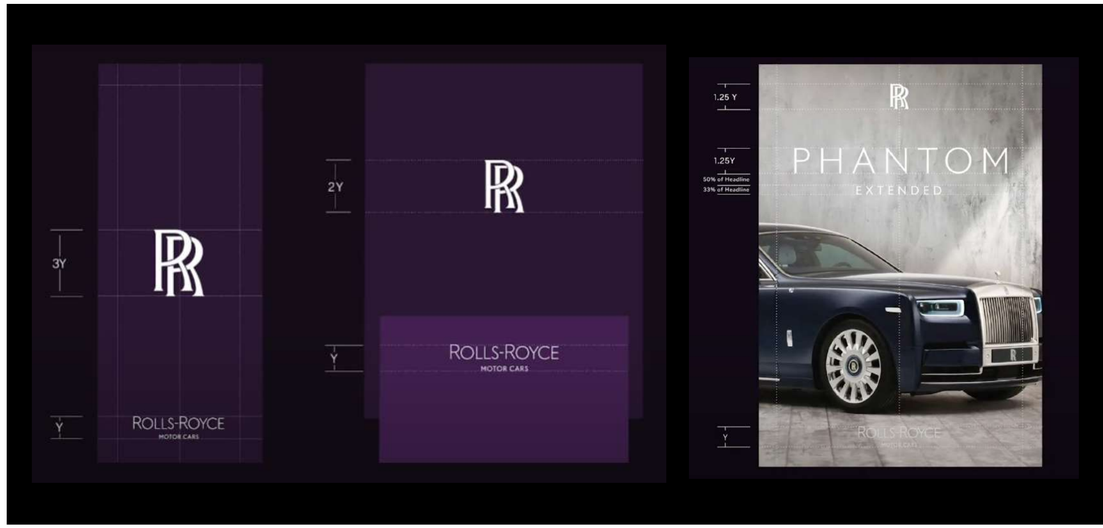
FOR DIGITAL AND LIFESTYLE



A new visual treatment of the Spirit of Ecstasy was also created to add a cutting edge element to the new visual identity. The team designed a fluid, projection-like pattern which was created through a coding processor—this makes a unique configuration according to scale, colour and composition which can be used digitally and on any surface from projection to embroidery, printing to engraving.

COLOR & RATIO



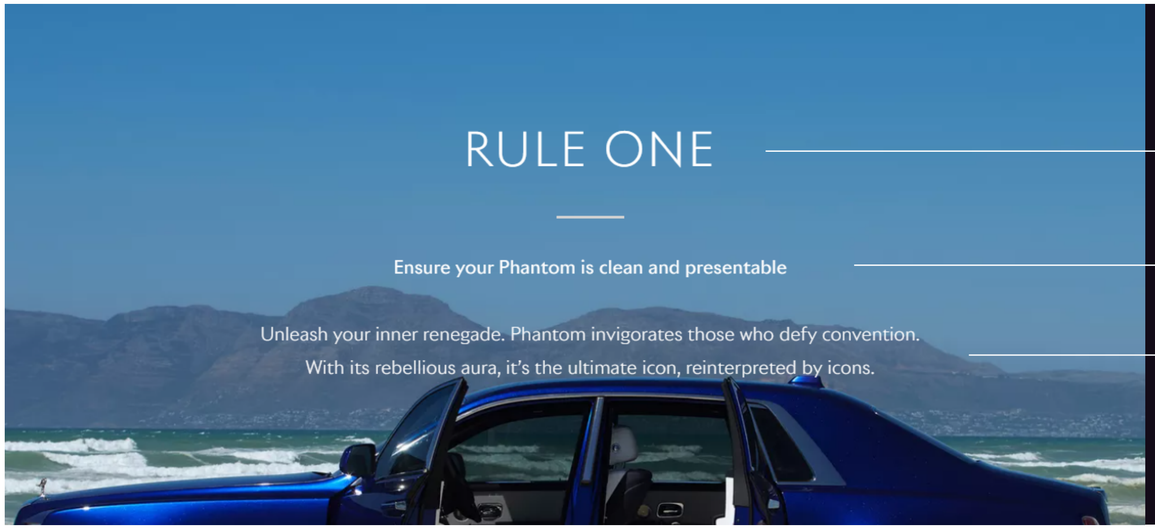


A color named Purple Spirit is Rolls-Royce's signature color. A metallic Rose Gold was chosen to complement this color and will only be used in printed form. A wider palette of colors will also be used alongside these primary tones.

Rolls Royce has a strict restriction on the ratio of different trademarks to the size of subtitle and body text, as shown above.

FONT

RIVIERA NIGHT



HEADLINE: 34 POINTS, UPPERCASE

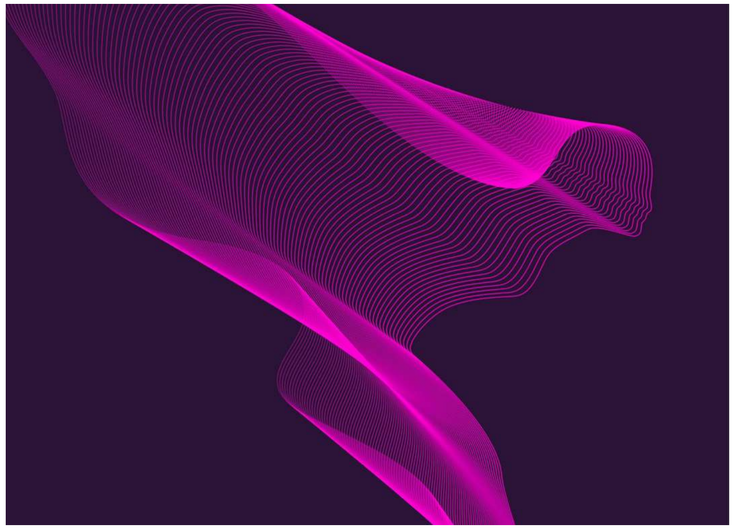
Subtitle: Riviera Night Regular, 13 point, Center Align, Strech 100%

Body text: Riviera Night Light13 point, Center Align, Strech 100%

Rolls Royce uses Riviera Night as their official font to increase the modernity and contemporary feelings in their whole visual system. The headline is usually in 34 points Riviera light and all uppercase in order to be the first read. While subtitle and body text are all in 13 points, but subtitle is in regular font and body text is in Riviera Night light.

GRAPHIC

THE SPIRIT OF ECSTACY EXPRESSION

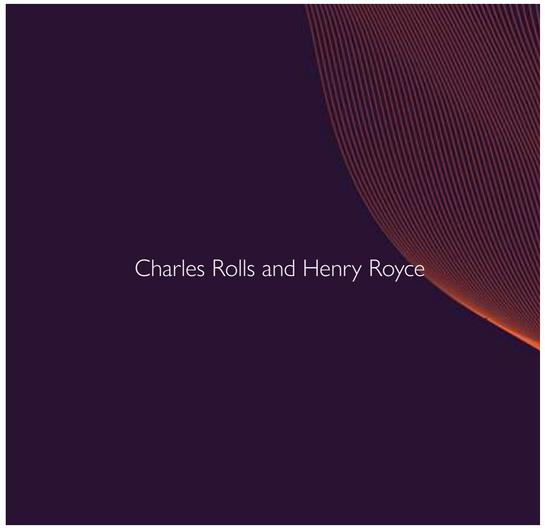


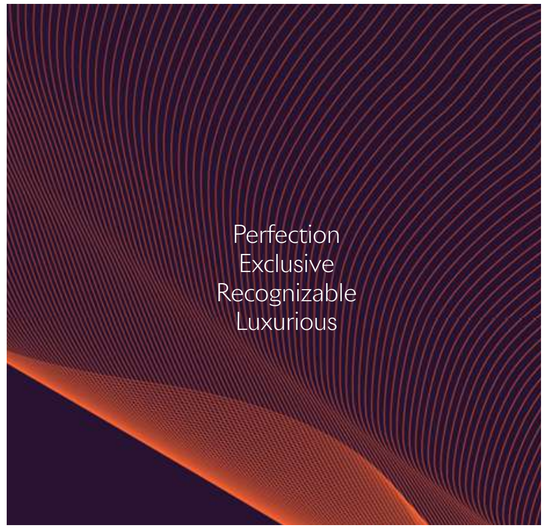
Building upon the new logo further, an ethereal yet tech-like visual treatment has also been created, called the spirit of ecstasy expression. appearing as if a digitalized silken fabric, the fluid form of aura adds another luxurious layer to their communication.

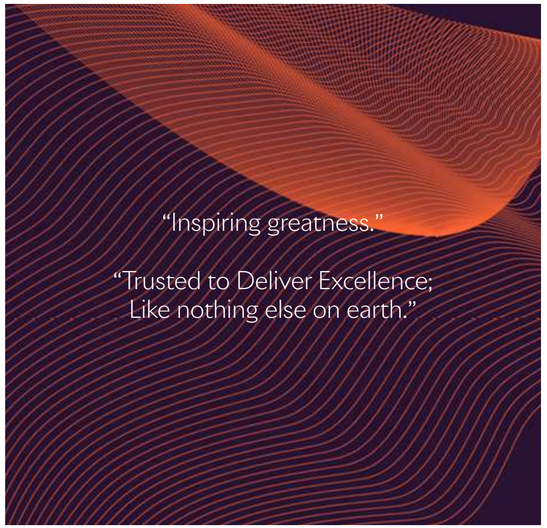
It can be used on any surface, from projection to embroidery and printing to engraving.

A wider palette of expressive colours has been determined to be used alongside with primary tones on the spirit of ecstasy expression.

VERBAL IDENTITY







Name:
Rolls Royce is named after its two founders' last names when they were partnered-up in 1904 and founded the company.

Descripter

Tagline

Domain Name

Digital Tamplate & Advertising

WHISPERS APP

FACEBOOK

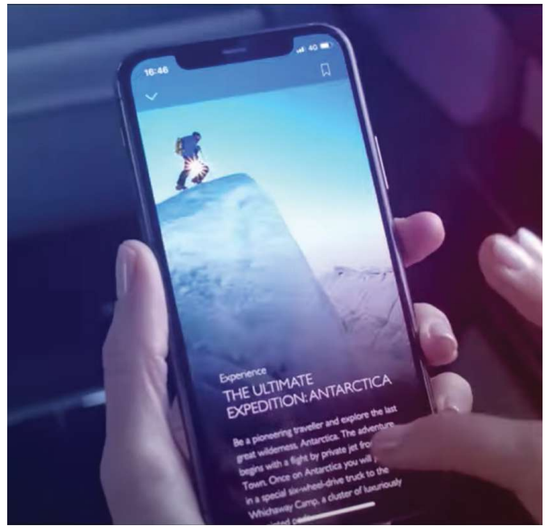
TWITTER

INSTAGRAM

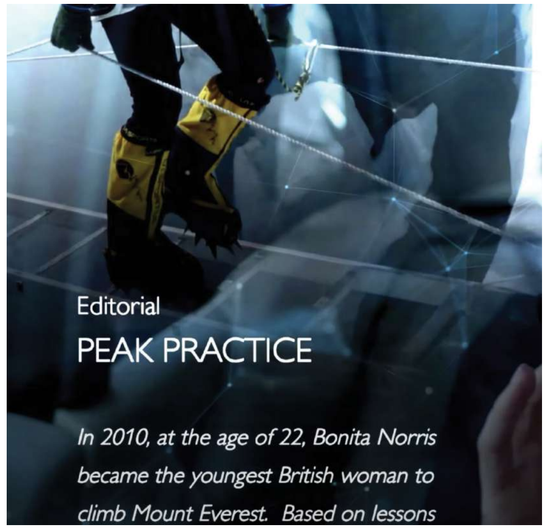
CHINESE SOCIAL MEDIA

WHISPERS APP

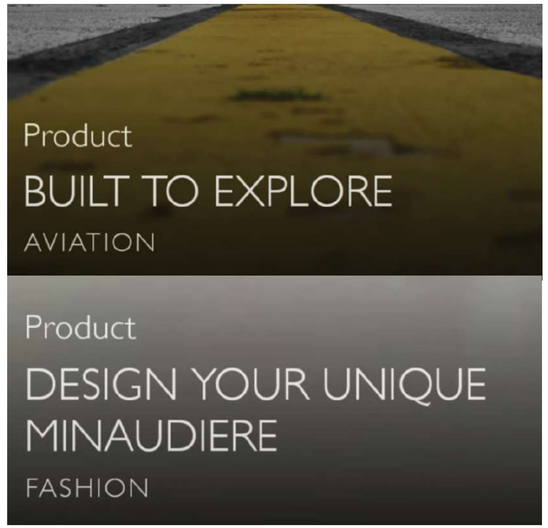
ROLLS-ROYCE OWNERS' ONLY APP



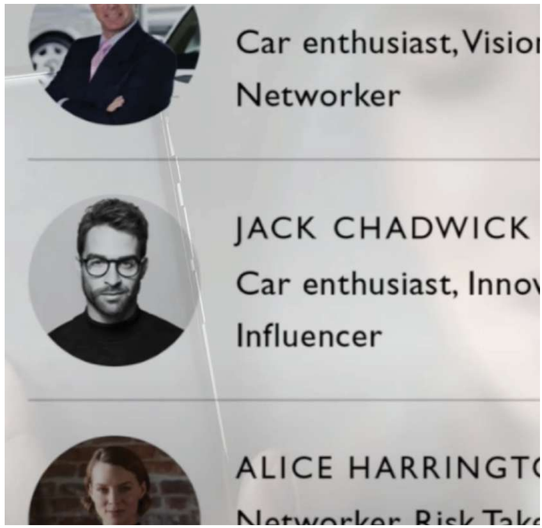
Offering different entertaining experiences, including its pricing and way to join in



Interacting with editorial stories: stories of elites in different fields and events happening world-wide

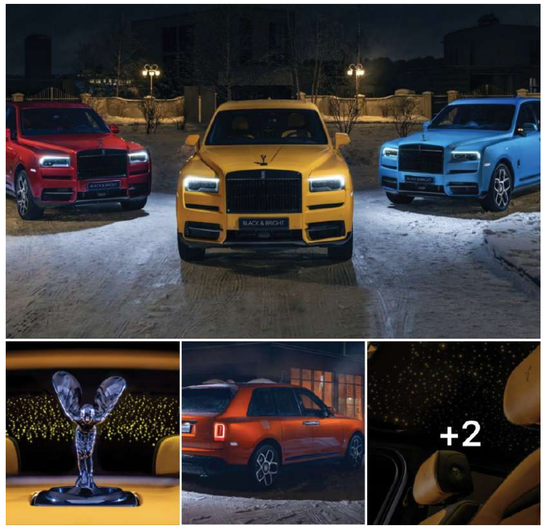


Geting access to different Rolls Royce products: motor vehicles, air plane, fashion

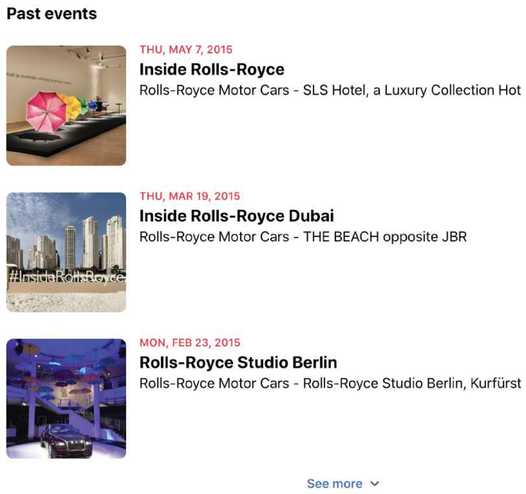


Connecting Rolls Royce owners: share ideas and business opportunities

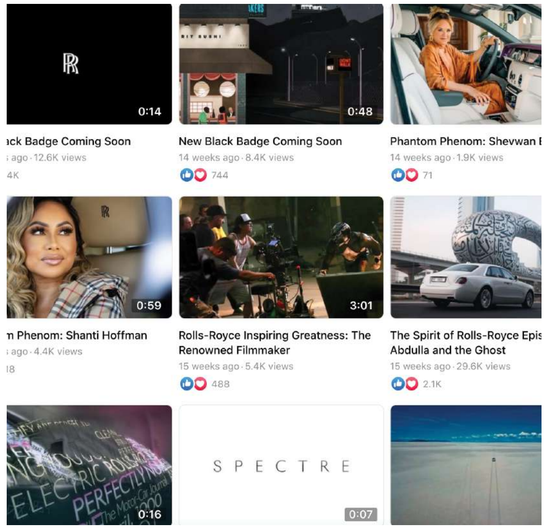
FACEBOOK



Main feature of Facebook: especially showing their bespoke service through the photo collections of the cars with different colors



Showing notification of different events happening around the world



Video section includeing the inspiring greatness, promotion video for Ghost, Phantom, and Cullinan; a series of the user's background story and how RR engaged in their life (especially about the female customers)

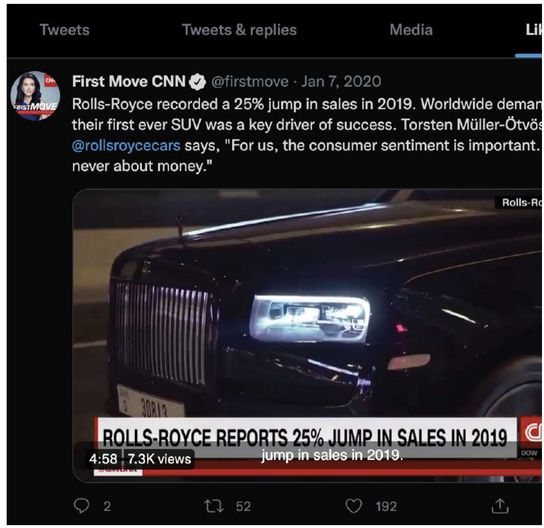
Interactive Waterspeed Collection: RR's Facebook, the audience could have a close look of each part of the car, and learn the material and craftsmanship of that

TWITTER

Replies under each post to show their car's great performance with specific numbers

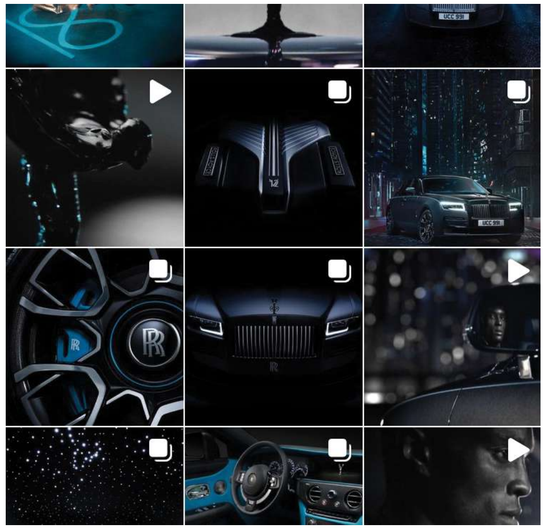
Detailed shots of the artists that illustrate how they use hand-craft to make bespoke interiors

Detailed look of the artists' work: a direct illustration of elegant craftsmanship

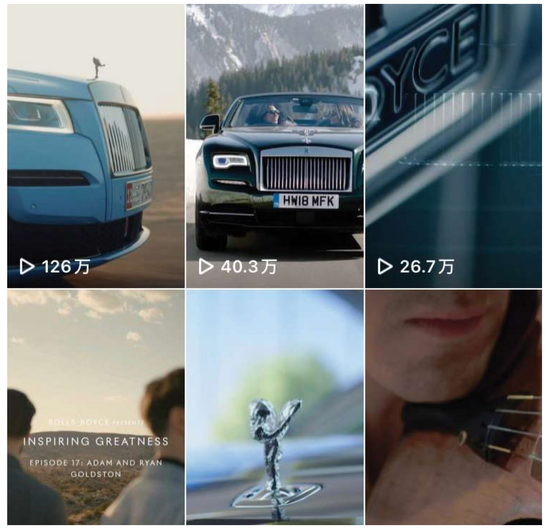


Interaction of liking other posts about RR that establishes a good relationship both official companies: including news, wallpaper, primary care corporations, and private users: RR users

INSTAGRAM

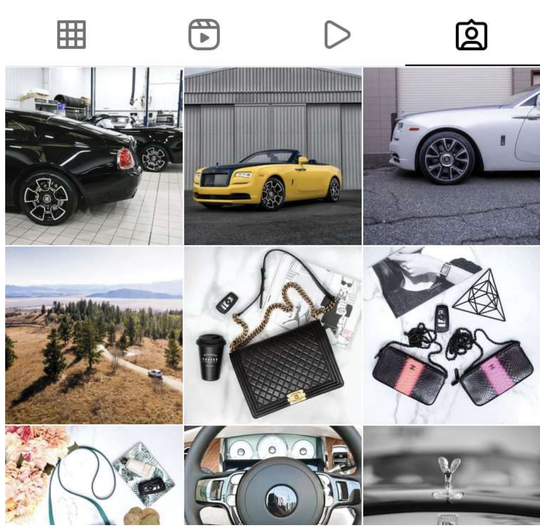


Considering the color and feels of the ins feed: put the image of similar contrast, color, and effect to introduce different series of cars, which intuitively delivers a more professional and high-quality branding image



With both image and music, the short clips deliver effective promotional results to the audience, so they could quickly know the feeling and information of their models and new episodes, it's like viewing the trailer

Putting the moment collection in the most prominent area, which is right under the profile photo, so audience could quickly check out how each series looks like



Allowing user or owner tag RR in their own posts could both build a direct communication with the customer, and give the audience a comprehensive view of the car (not only see the cars from official ads, but also see hows that looks like when the users take photos in their daily life)

CHINESE SOCIAL MEDIA

Wechat
Introduction of different car models, brand story, Test-drive service, and contact to dealer

Weibo
Using ancient Chinese poetry, 24 solar terms, and different festivals to promote the brand and tighten the relationship with consumers

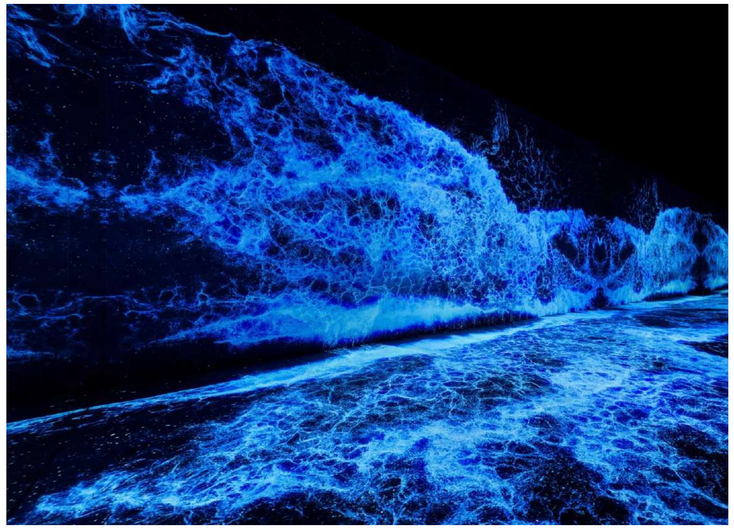
Events & Collabrations

EVENTS

COLLEBRATION

MUSE

2019 - NOW, ART



Muse is the Rolls-Royce art programme: a forward-looking vision that fosters creativity through collaboration with artists who share Rolls-Royce's passion – to inspire greatness - for pushing technical and conceptual boundaries. Muse will give life to exceptional creative achievement via two ongoing initiatives: The Dream Commission and The Spirit of Ecstasy Challenge.

Dream commission - a vital new platform that supports moving-image works created by emerging and mid-career artists worldwide to transport viewers to a realm of pure imagination.

The Spirit of Ecstasy Challenge - it invites artists, designers, architects, and other creative virtuosi to re-imagine the sculptural figurine in a different material. The participants will be encouraged to push the limits of the selected material and create objects with the points of departure and orientation. This event is to drive creativity. And RR's driving ambition — to inspire greatness — finds a natural affinity with the restless curiosity.

INSPIRING GREATNESS

PRESENT, CONCEPT PROPAGANDA

Limits are meant to be pushed and boundaries redrawn. In recognition of those who shape the world around us, Rolls-Royce presents an anthology of aspirational stories highlighting relentless ambition and distinguished achievement. For these are the prized hallmarks that define Goodwood.

Rolls-Royce uses this program to celebrate exceptional individuals, ideas, and endeavors, aiming to inspire a new wave of icons on their ascent towards greatness.

FUTURE COMBAT AIR CAPABILITY

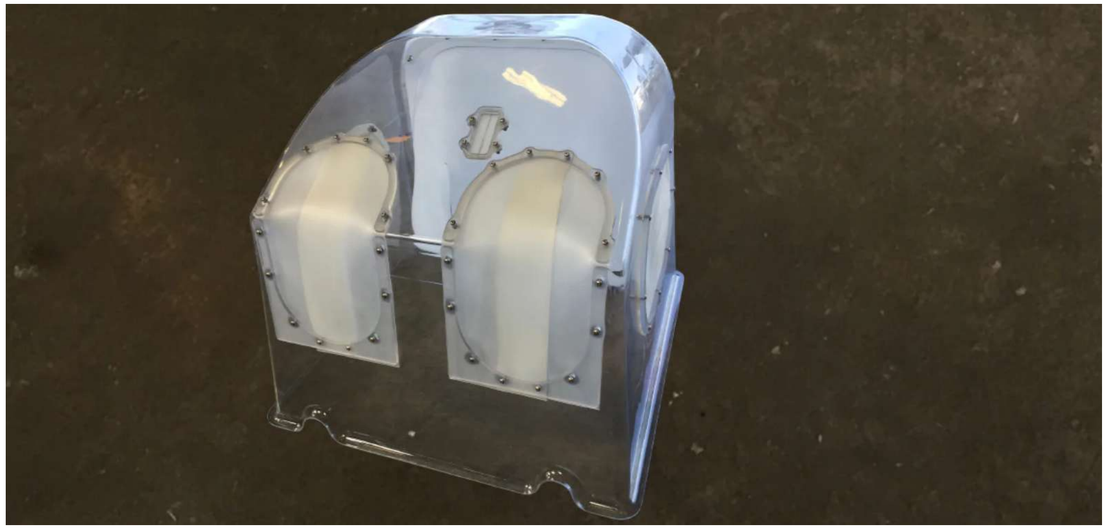
22 JULY, 2021, MILITARY

The three national industries comprise leading defence companies from the UK, Italy and Sweden. They have begun trilateral industry discussions to strengthen collaboration. Together, the companies will assess common routes to future combat air capability using their know-how, expertise and technology development activities across current and future combat air systems.

Swedish-made chaff and flare dispensers are used on UK Typhoons and Saab's Giraffe radar is a key part of the UK's Sky Sabre ground defence system. Likewise, Swedish Gripen E aircraft are equipped with radars designed and built by Leonardo in Edinburgh. Meanwhile, both the Royal Air Force and the Aeronautica Militare operate the same, potent fleet of Eurofighter Typhoon and F-35 aircraft, part of more than 50 years of close collaboration in combat air.

COLLABORATION BETWEEN INDUSTRY AND MEDICINE

2020, MEDICINE



The COVID-19 pandemic has led to an unprecedented response from UK industry to support healthcare workers and reduce the risk to their health at work. From start-ups and small family owned companies, to large multinational corporations and Formula 1 teams, all organisations are united in their shared aim to support the NHS and healthcare workers.

In just under a week, a team from Rolls-Royce working with medical specialists from the Royal London Hospital and engineers at The Manufacturing Technology Centre (MTC) in the UK have developed, tested and put a shield into clinical trial. The shield has been developed to reduce the exposure to COVID-19 of front-line healthcare staff undertaking Aerosol Generating Procedures (AGPs) without compromising healthcare delivery.

HERMES + ROLLS ROYCE

2007 - 2008, PHANTOM

Hermès teamed up with Rolls Royce to build the first Hermès-inspired hand-built Rolls Royce Phantom for Four Seasons Hotel George V in Paris. The Hotel's goal in commissioning two of the world's most talented makers of luxury goods to collaborate on the project was to create an experience that is unsurpassed for their guests in Paris. This personalized Rolls Royce Phantom represents a marriage of like-minded brands that are single-mindedly focused on the very highest of standards and quality.

The color theme of the automobile matches the Hotel's personality. Two tones of warm grey were chosen for the outside: anthracite and titanium, and a deep rose-leaf grey was selected for the entirely leather-clad interior. Key elements of the automobile, such as the steering wheel, and the console for passengers, were added in Hermès gold "Taurillon Plume" calfskin to complement the grey interior.

HERMES + ROLLS ROYCE

APRIL, 2021, PHANTOM

The Hermès and Rolls-Royce collab a second time to produce a one-of-a-kind Phantom for Japanese billionaire Yusaku Maezawa. It is inspired by a traditional Japanese Oribe (a kind of Japanese pottery that first appeared in the sixteenth century) that the owner prominently collects and is seen as a fusion of East and West, ancient and modern, serenity and exhilaration.

The refined Phantom Oribe was envisioned as a 'land jet', incorporating private air travel's serene exclusivity with Phantom's luxurious offering. The two-tone exterior complements the interior and reflects the green and cream glazes characteristic of antique anese OribeJap ware. The two brands have combined, using Hermès' famous glove-soft enea green leather to cover the seats, the steering wheel, and a drinks cooler.

KENGO KUMA+ ROLLS ROYCE

APRIL, 2021, DAWN

Rolls Royce Motor Cars and Kengo Kuma have bridged the luxury automotive and architectural worlds to create a serene and timeless motor car for a serene and timeless building. The bespoke Dawn will debut as a moving representation of the new luxury residence 'The Kita' in central Tokyo, designed by Kengo Kuma. The Bespoke Dawn was created for the exclusive use of the owner of the unique multi-level penthouse, 'The Kita Tea House'.

As is characteristic of Kengo Kuma's architecture, 'The Kita' challenges the relationship between interior and exterior. The open-top Dawn was therefore a natural canvas for the accompanying motor car, a peaceful and cocooning private space where customers are conversely never disconnected from the outside world. The car and the architecture echo each other in terms of materiality, color palette, and texture to offer the resident a continual transition between the house and the car.

CHROME HEART + ROLLS ROYCE

APRIL, 2021, CULLINAN

Rolls-Royce has partnered with Chrome Hearts luxury brand to outfit a Cullinan for Drake. It is a downright Gothic piece that represents Chrome Heart values and owners' taste. The iconic Spirit of Ecstasy has been replaced by a custom triple cemetery cross hood ornament and the stock wheels have also been swapped out for bespoke aluminum rims that bear the Chrome Hearts logo and are engraved with the words “Fuck You” in Gothic script.

While the exterior modifications are somewhat subtle, the interior has been fully worked over. The Chrome Hearts Cullinan has quilted black leather everything, including the center console, dash-board, and inner door panels. It isn’t just classic diamond-style quilting, either, as crosses, fleur-de-lis motifs and silver accents abound.

BOVET 1822 + ROLLS ROYCE

AUGUST, 2021, BOAT TAIL

Rolls-Royce collaborates with Swiss master horologists BOVET 1822 to create the unique first Boat Tail Coachbuilt commission. Rolls-Royce Boat Tail is a pure expression of its owners' interests, influences, and passions, with every detail minutely considered. The two brands together created historically significant items of detail, precision, and beauty to represent the finest examples of the skills and values shared by these two brands.

It is a his-and-hers set of fully bespoke models, developed over a three-year period that can be mounted in the dashboard of a car and worn on the wrist. The timepieces have specially designed 18K white gold cases and feature matching front dials with the same Caleidolegno veneer found on the front deck of Boat Tail itself and are finished with the owner couples' names. The gentleman's timepiece is highly polished; the lady's is ornately engraved then filled with blue lacquer.

Marketing

RETAIL

SALES

RETAIL

GLOBAL

The brand has offices spread in 50 countries worldwide.

Individual countries that achieved strong sales results included Russia, Singapore, Japan, Australia, Qatar, and Korea.

BIG MARKET

The U.S. and China are competing largest market for Rolls-Royce in 2020, accounting approximately 47 percent of their sales.

RETAIL

THE HEADQUARTER

Royce is headquartered in England, where they have the administrative and production facilities for the customers.

NEW STORES

New flagship store opens in London's Mayfair while Shanghai boutique reopens in new visual identity, signifying importance of China market.

INCREASED MODEL IN 2021

Rolls Royce sales rose 49% to a record high last year. The company sold 5,586 units to customers in more than 50 countries in 2021, the largest number in its 117-year history. There is a high demand for the Ghost and Cullinan

RETAIL

SALE STRATEGY

Rolls Royce Motors offers customized cars to customerswith a basic price at $300,000. Rolls Royce focuses only on a niche premium segment, the annual sales worldwide are only in the range of 3500-4500. Customizations, additional add-ons, interiors etc can increase the price of the cars as per the customers needs and wants. Apare parts and servicing are provided by the company and they are delivered to the customer's doorstep.

DEALERSHIPS

The company has 40 dealerships in U.S., Canada and Mexico. The state with the most number of Rolls-Royce locations in the US is California, with 7 locations, which is 18% of all Rolls-Royce locations in America. The top selling Rolls-Royce dealerships in the U.S. are in Beverly Hills. (No. 1)

RETAIL

CUSTOMIZATION

You don't just purchase a Rolls-Royce, you commission it. Our configurator lets you begin the journey of commissioning your Bespoke Rolls-Royce by designing your vision.

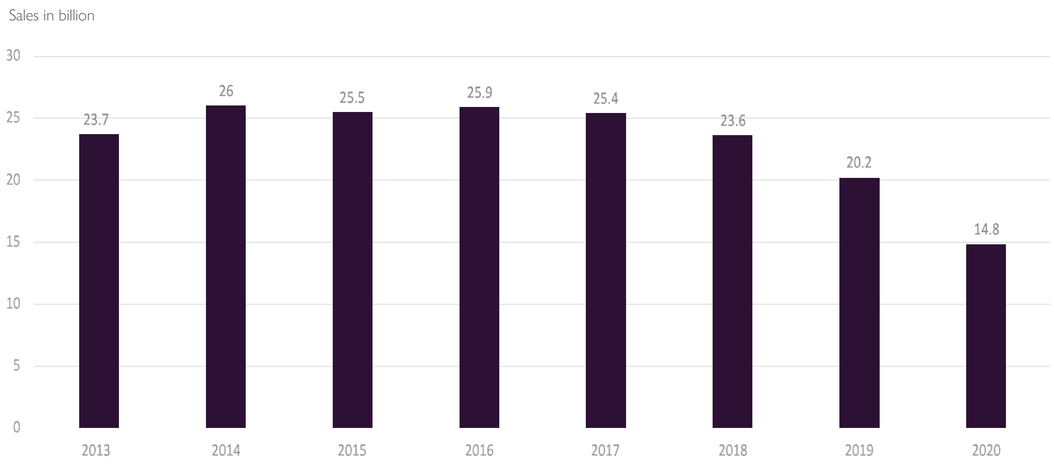
If you buy a Rolls-Royce not only can you wander through the factory inspecting the elements of your car as they come together, but if you have an issue, you can just bring it up with the CEO. Müller-Ötvös says every customer has his personal email address and phone numbers.

Rolls Royce will work to fulfill any desire a customer has with Carter noting that “we’re not the taste police.

As CEO Müller-Ötvös will tell you, Rolls Royce isn’t in the car selling business. That said, their clients aren’t buying a car, rather, they’re buying a luxury good, a symbol of success, or perhaps a reward.

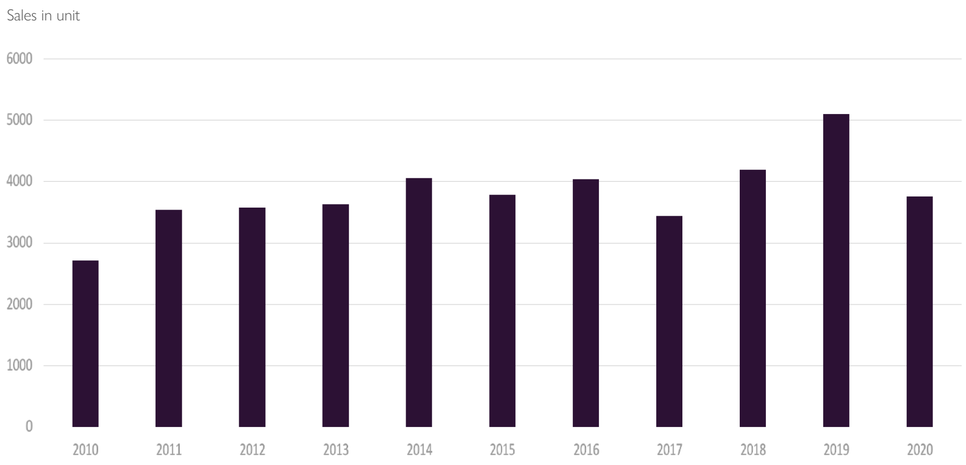
SALES

LUXURY CARS REVENUES WORLDWIDE, IN BILLION US $

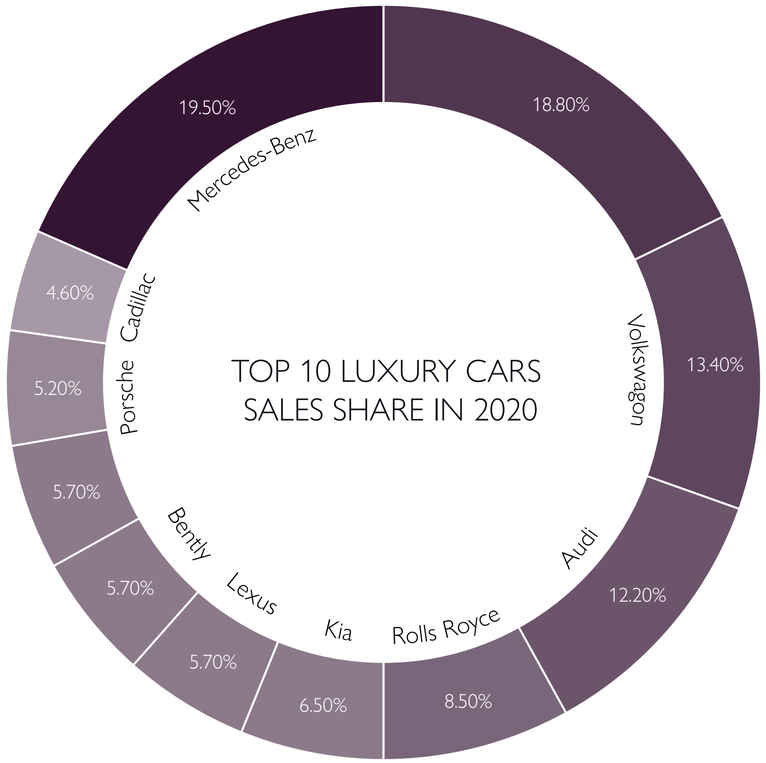


Luxury cars revenues is now in a decrease trend.

WORLDWIDE SALES VOLUME OF ROLLS ROYCE AUTOMOBILES, FROM 2010 TO 2020



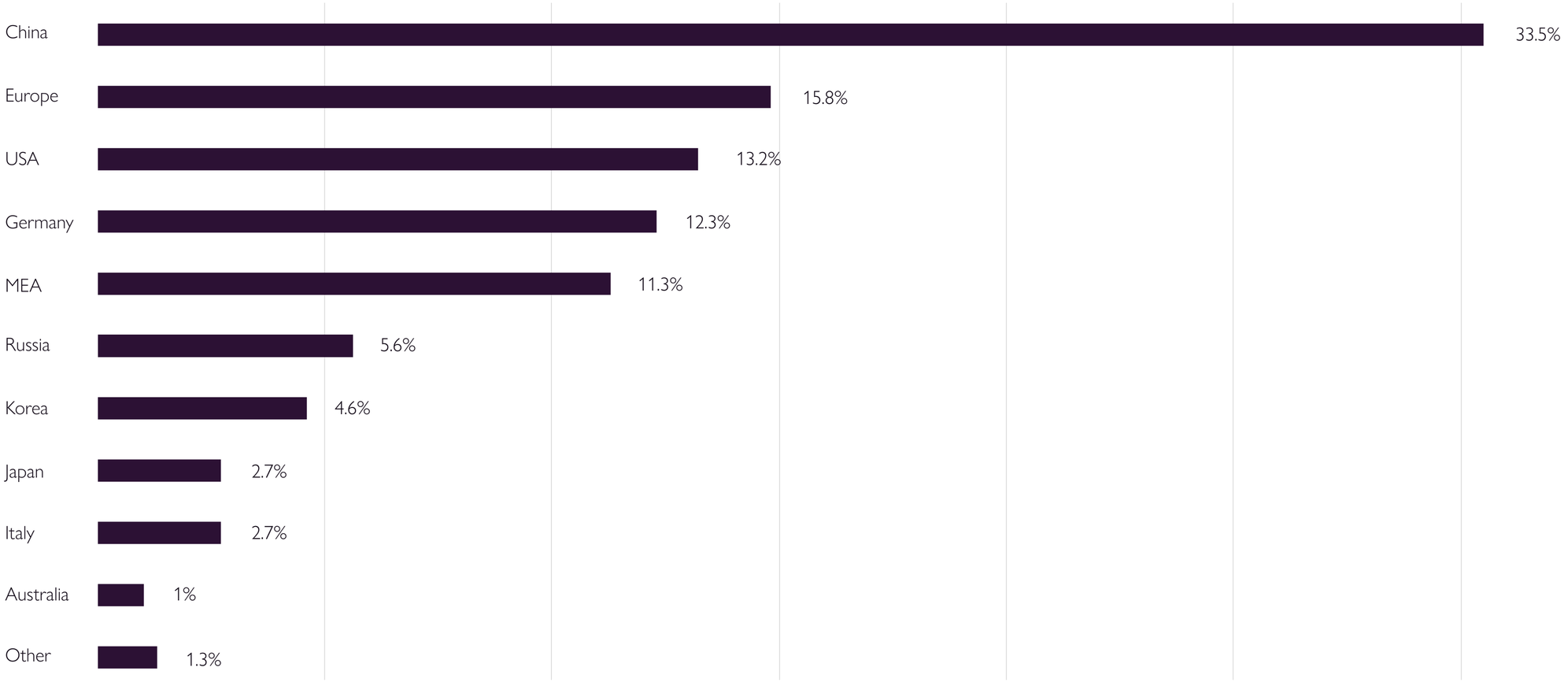
Sales volume of Rolls Royce automobiles have gradually increased.



Although the annual yield of luxury car brands keeps getting lower, Rolls-Royce's sales have not shown a downward trend, and it ranks fifth in sales among luxury car brands.

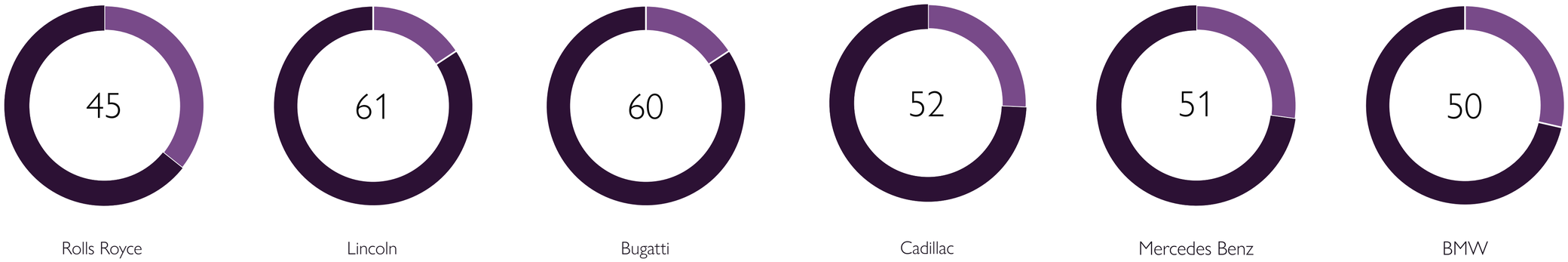
SALES

ROLLS ROYCE WORLDWIDE AUTOMOBILE SALES IN 2020, BY REGION



SALES

AVERAGE AGE OF LUXURY CAR USERS

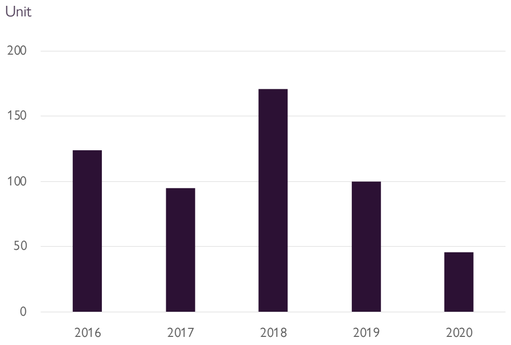


The average age of Rolls Royce owners is younger among other luxury car owners.

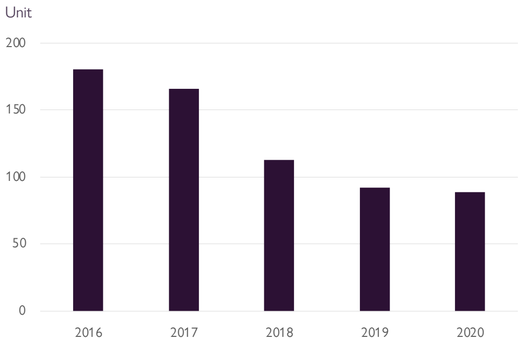
* Rolls-Royce has fewer women users than men

SALES

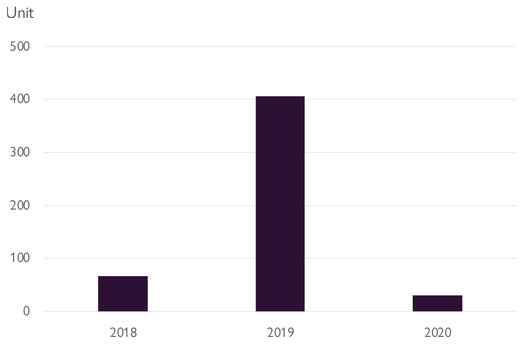
BEST SELLING MODELS



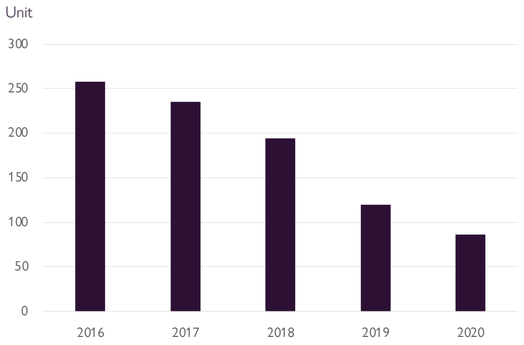
Phantom



Wraith



Cullinan



Ghost

SALES

SALES ANALYSIS

"Sales keep dropping because of the model update news."

"Least units sold in the past five years."

"Most potential model."

"Most unit sold in the past five years."

Customer Analysis

ABOUT TARGET AUDIENCE

INFLUENCERS

REASONS WHY PEOPLE BUY ROLLS ROYCE

ABOUT TARGET AUDIENCE

CURRENT TARGET AUDIENCE

Rolls Royce motor cars are premium priced cars and they serve only extremely affluent and super-rich clients. As much as 80 percent of Rolls buyers build their fortunes by themselves. The other 20 percent are often celebrities and athletes. The average age of a Rolls-Royce buyer has fallen from 60 to 40 in the past decade. The average age of the automaker's customers was 43 in 2021.

Another trait unique to the U.S. marketplace is that Rolls-Royce buyers aren't always buyers in the strict sense of the word. In fact, 35 to 40 percent of models are actually leased.

Geographic: United States, China, UK, Canada, and Germany
Gender: About 70% male 30% female
Income: High disposable annual income of at least $2 million
Education: Bachelor's degree or higher
Occupation: Self-employed or top executives

ABOUT TARGET AUDIENCE

EXPANDING TARGET AUDIENCE

New target audience will resonate with younger demographic of clients who aged 20 - 30. Generations Y and Z accounted for 47% of luxury consumers in 2018 and 33% of luxury purchases, which means high net worth individuals are getting younger and younger. Technology today allows people to open excellent businesses in the early years of their life already. Rolls Royce believes that young people is the future. Attracting new market is as important as keep our current market.

Income: One half million and has potential to multiply
Gender: Same with primary target consumer
Geographic: Same with primary target consumer
Education: Same with primary target consumer
Occupation: Make fortunes in new industry like IT, engineering, robotics,real estate, entertainment

INFLUENCERS

DONALD TRUMP

2010 Rolls-Royce Phantom

KIM KARDASHIAN

Rolls-Royce Ghost

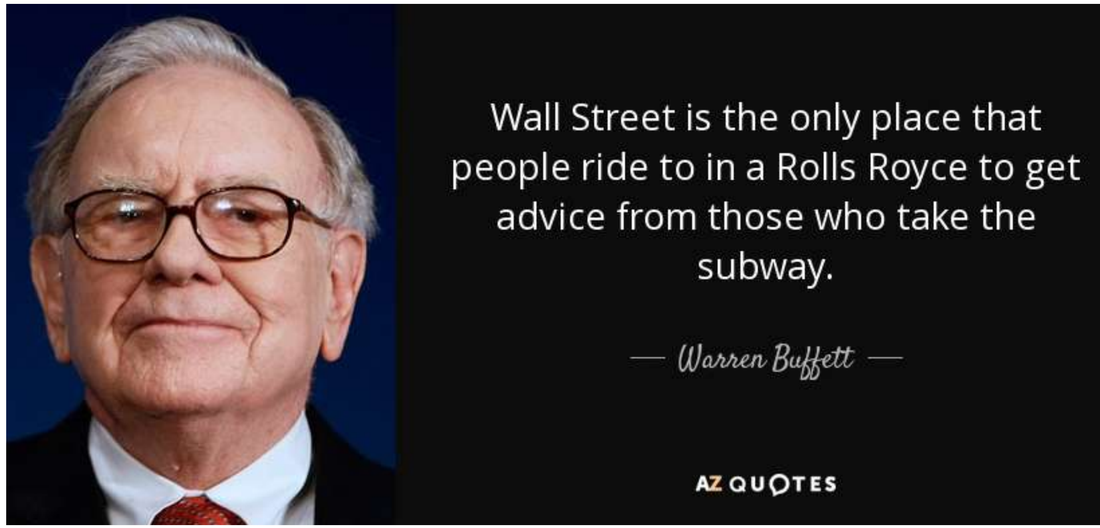
DAVID BECKHAM

2008 Rolls-Royce Phantom

WILL SMITH

Rolls-Royce Ghost

REASONS WHY PEOPLE BUY ROLLS-ROYCE



"Oh, that car just commands attention and respect," Newman, who is known to have a sparkling white Rolls-Royce convertible says. "The prestige just makes life really easy."

When dreaming about expensive cars, the thought that so many celebrities all drive Rolls-Royce certainly adds to their appeal. Many people dream about living the celebrity lifestyle, and the Rolls-Royce has become as big of a part of that life as designer clothes from Gucci and Armani. That's because Rolls-Royce makes some of the world's most luxurious and expensive cars.

A work of exquisite artsmanship, level of detailing, sheer performance, or the price tag, every Rolls Royce model has commanded tremendous respect from its owners. Apparently, it takes 60 expert engineers and artists 400 days to build just one car. Hence every Rolls Royce is more than just a car.

For some consumers, A luxury good can go a long way in increasing self-esteem or providing a sense of belonging. A sense of accomplishment is another reason why some people buy luxury goods. They want to posses something that the majority typically could not afford.

Competitor Analysis

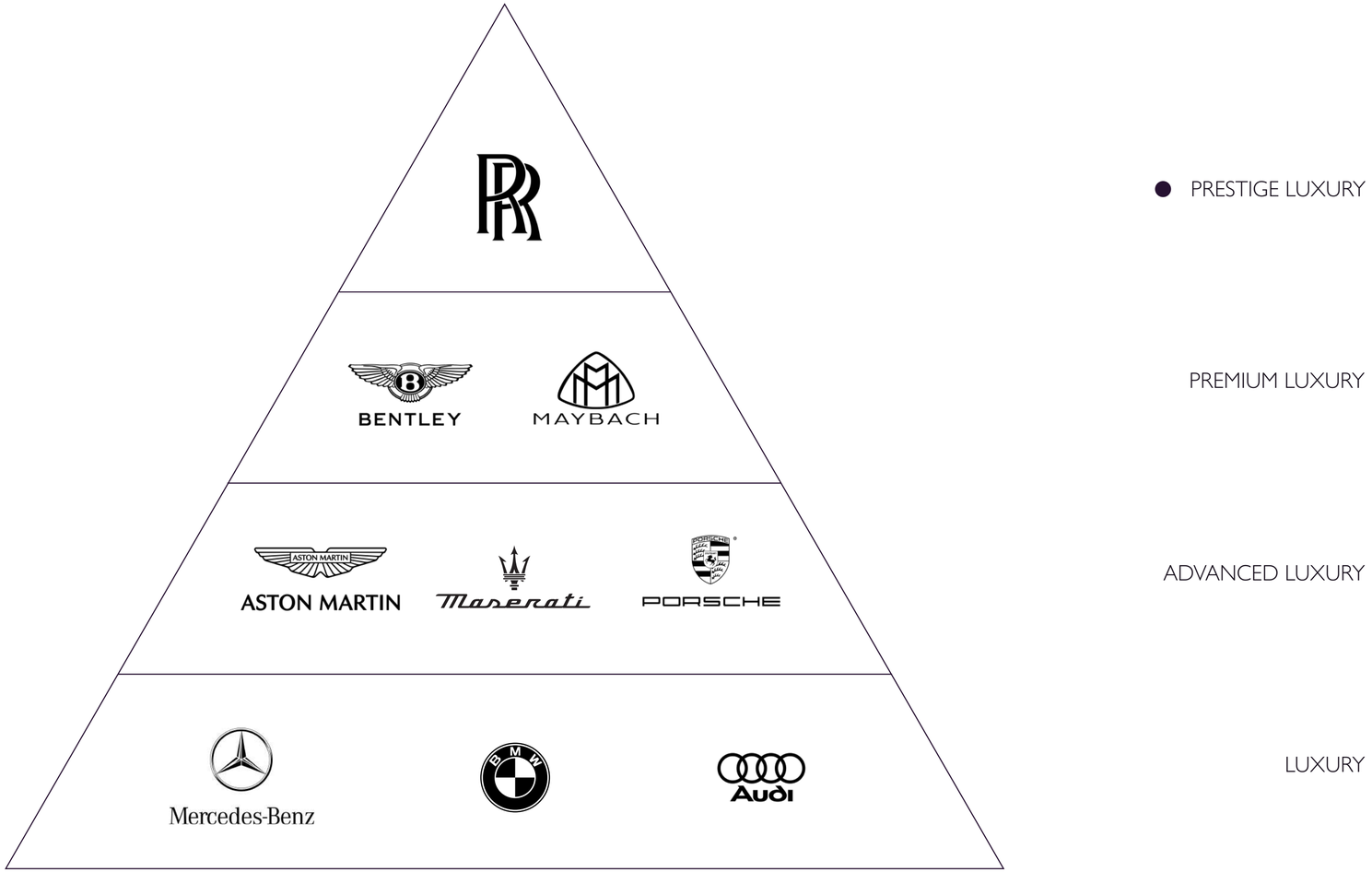
COMPETITOR BRAND PRICING

BRAND POSITION

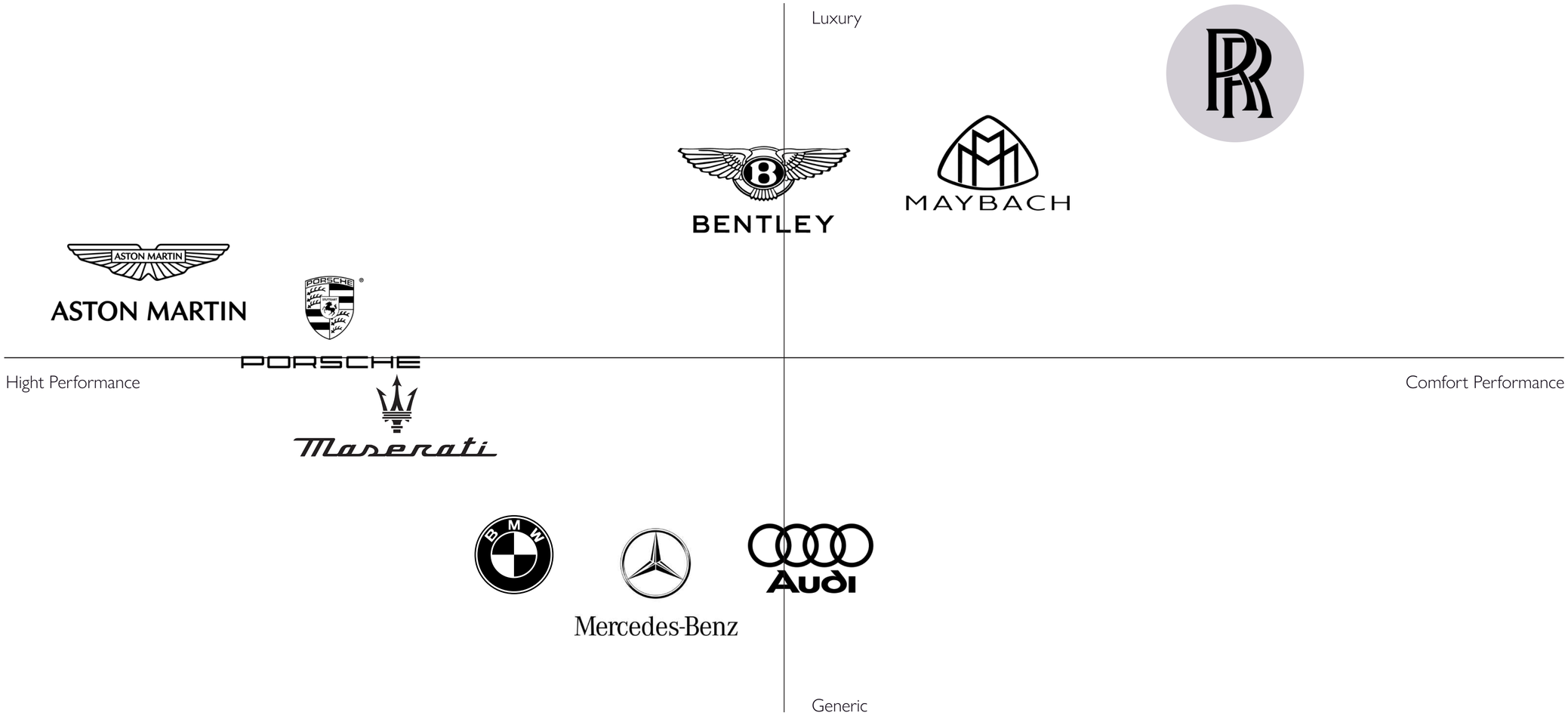
COMPETITOR BRAND COMPARISON

COMPETITOR BRANDS PRICING

BRAND POSITION

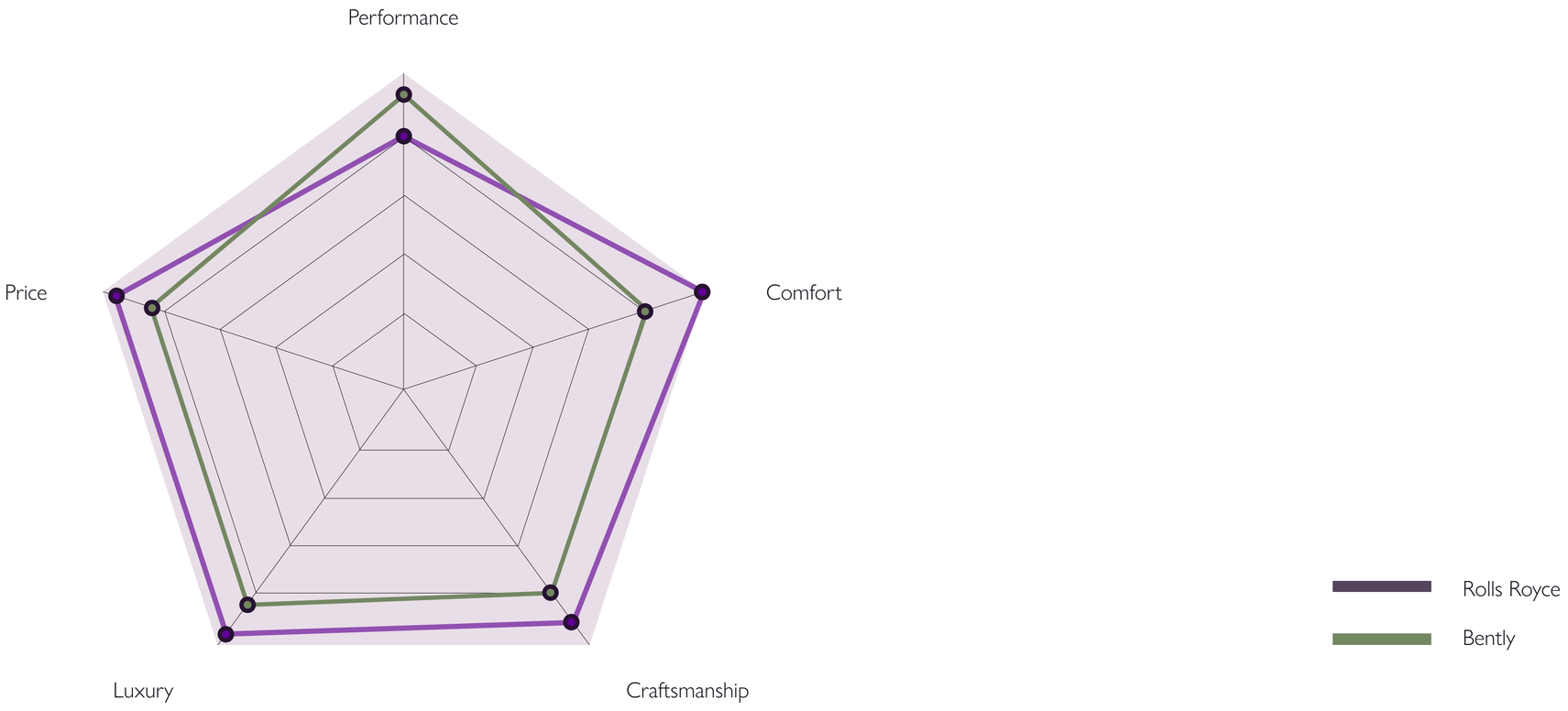


BRAND POSITION



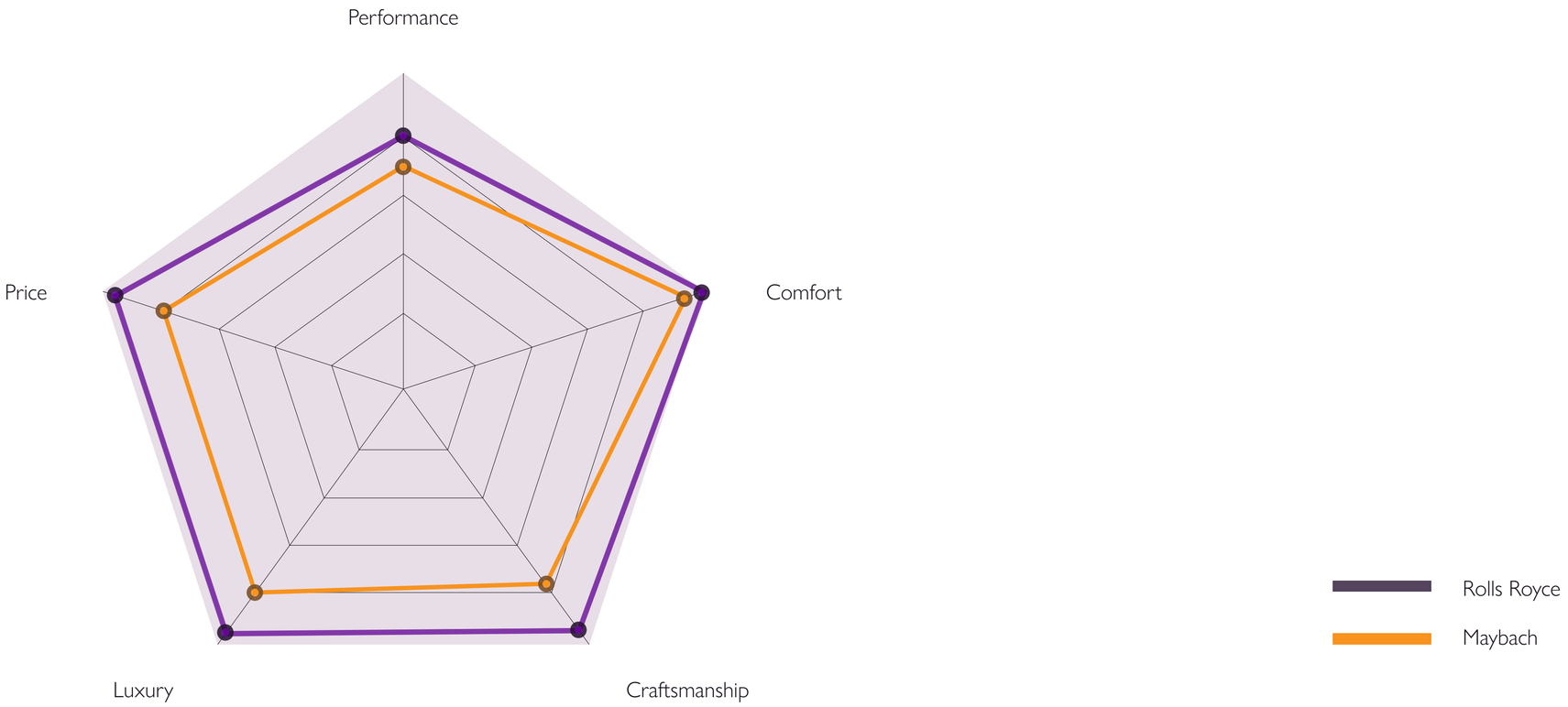
COMPETITOR BRAND COMPARISON

ROLLS ROYCE VS BENTLEY



COMPETITOR BRAND COMPARISON

ROLLS ROYCE VS MAYBACH



Future Planning

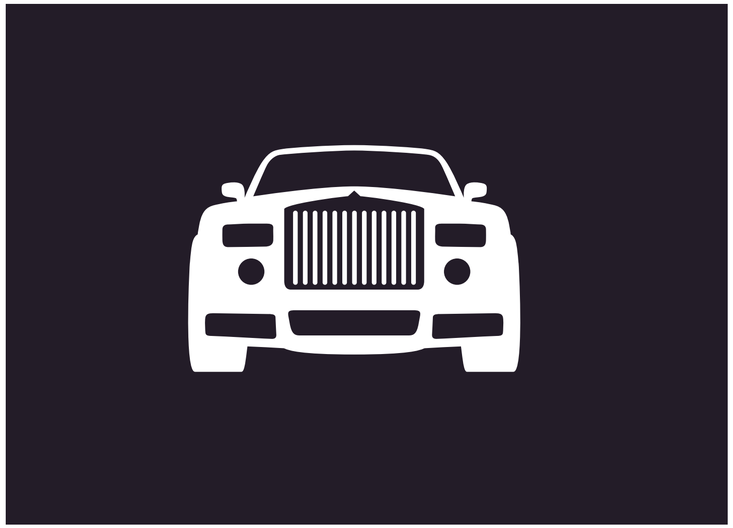
OPPORTUNITIES IN FUTURE

THREATS TO CONCERN

FUTURE PLANNING

OPPORTUNITIES IN FUTURE

INNOVATIVE AUTOMOBILES TECHNOLOGY

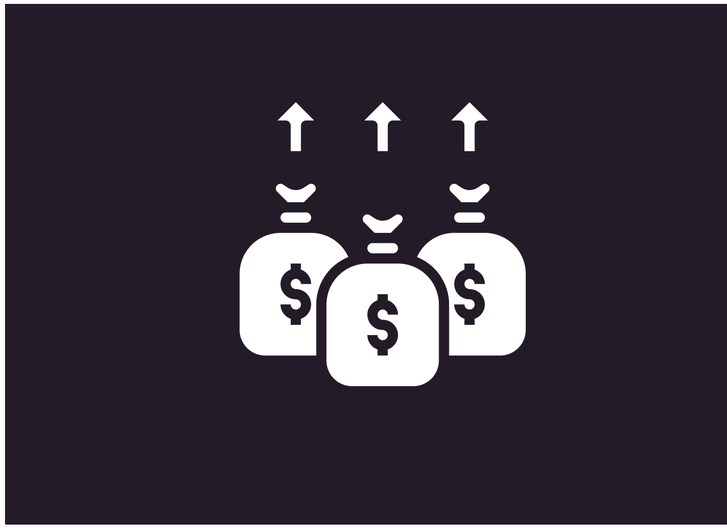


Automotive technologies are increasing, and self-driven cars are the most significant trend nowadays. This gives luxury vehicles like Rolls Royce a new potential. Companies are also seeking to incorporate new-age technologies such as IoT, machine learning, and data links, and new brands will be added. For luxury cars, this is a great chance.

FOCUS ON AUTOMATION INCREASED

There is much study on constructing self-driven automobiles in automotive businesses. The focus on automation is expanding, and luxury automobile firms can benefit from this opportunity more efficiently than traditional car companies.

CUSTOMER EXPENDITURE IS INCREASING



The client nowadays has no shortage of money, and the number of double-income families is increasing. This creates additional money to spend on your choice of transit.

OPPORTUNITIES IN FUTURE

CUSTOM-TAILORED

Customers are prepared to pay the car price they want. This creates an increasing demand for personalized cars, which Rolls Royce may take.

CONCENTRATE ON LOW-COST, HYBRID AND GREEN

The greater emphasis on green and hybrid vehicles can provide higher-end vehicle manufacturers and established automobile brands like Rolls Royce a wonderful chance.

THREATS TO CONSIDER

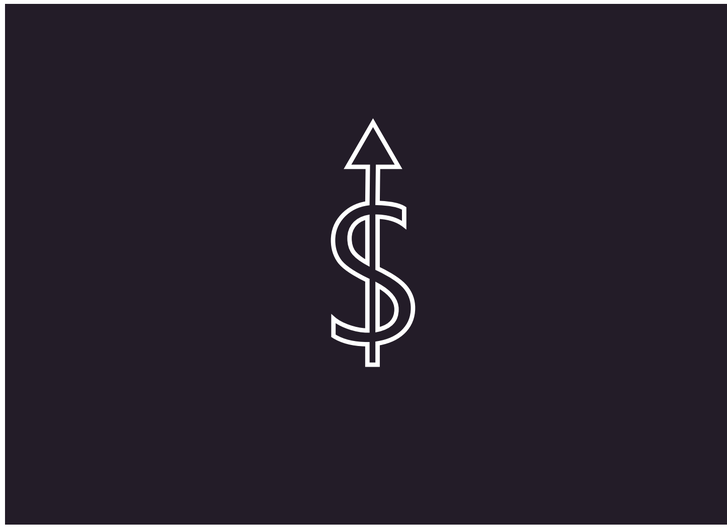
CONCENTRATE ON SUSTAINABILITY

Sustainable transport options cause severe problems globally as the current automobile system is not environmentally sound. But sustainable cars are expensive.

HIGH COMPETITION

Brands such as Bently, Maybach , Ferrari and Lamborghini compete for Rolls Royce. And they are play hard to stay relevant in the luxury market as expanding their product lines, attracting new generations, and actively building their brand equity.

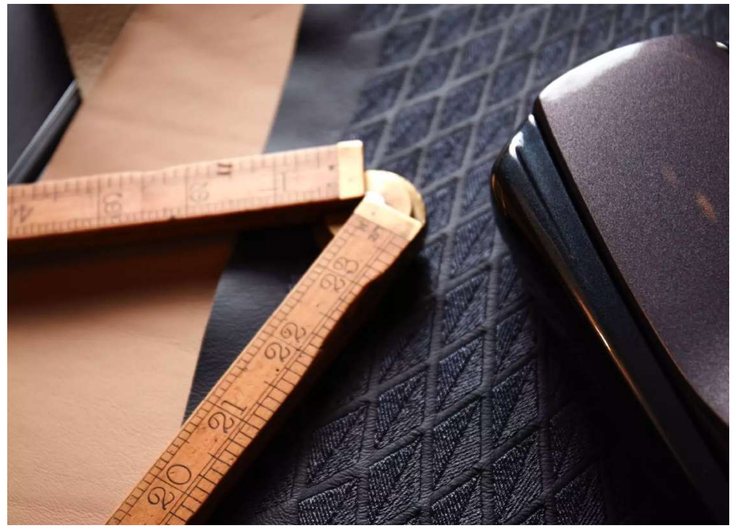
HIGH COSTS



The cost of raw materials is rising, as is the cost of fuel. Research into future choices for vehicles is also costly.

CREATE THE AUTOMOTIVE EQUIVALENT OF HAUTE COUTURE

TAILORMADE CUSTOMIZTION



For over 100 years, Rolls-Royce Motor Cars has been pushing the boundaries of luxury mobility. Now, we are on the cusp of making history again. Imagine a future where each Rolls-Royce is as unique as your own fingerprint. Dimensions, form, space and materials – the drawing board is limitless, and you are the architect.

ELECTRIC ROLLS-ROYCE SPECTRE

Rolls-Royce also announced its first all-electric car, Spectre, during 2021. The extraordinary undertaking of bringing Spectre to market by the fourth quarter of 2023 has now begun,Its CEO says his clients are not looking backward and are ready for battery power.

EFFORTLESS AUTONOMOUS TRAVEL

It’s no secret that the future belongs to self-aware, autonomous vehicles. But for the first time, Rolls-Royce will give artificial intelligence a name, a soul and a purpose. Her name is Eleanor. Her vital spark lives within the very fabric of your vehicle: driving you, guiding you, discovering the world with you.

A NEW ERA OF SUSTAINABLE POWER

NEW ENERGY SOLUTION

Rolls-Royce plans to install and operate factory-built power stations by 2029.Mini nuclear stations can be mass manufactured and delivered in chunks on the back of a lorry, which makes costs more predictable.

POWERING SUSTAINABLE GROWTH

The Rolls Royce teams have already made considerable progress by, for example, testing lower carbon alternative fuels, and developing advanced engine designs to further increase fuel efficiency.

DESTINATION NET ZERO

2023
all our in production commercial aero engines and most popular diesel engines to be compatible with sustainable fuels

2030
our new products to be compatible with net zero operation

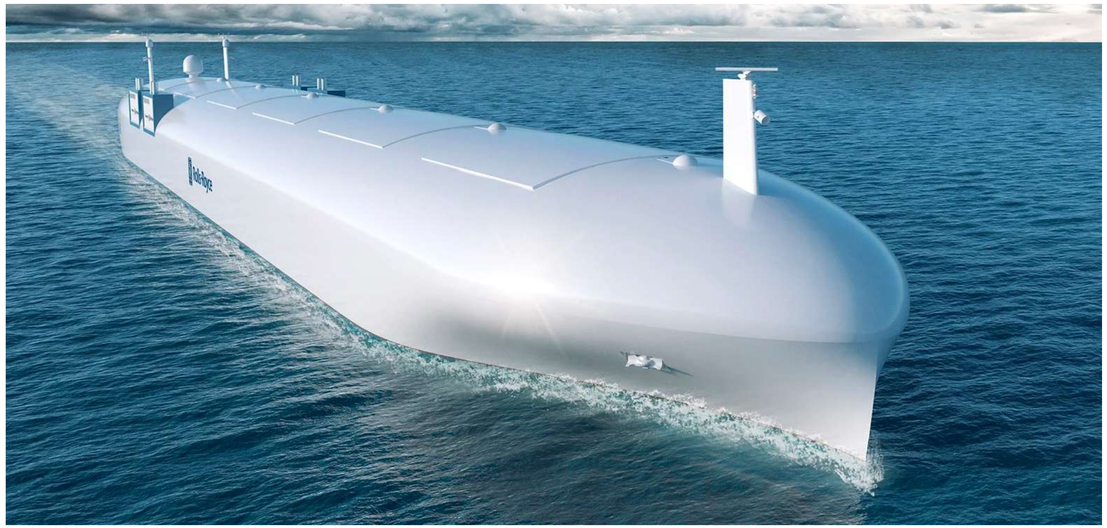
2030
a 35% cut in lifetime emissions of new sold products from our Power Systems business

2050
all our products to be compatible with net zero operation

Rolls Royce have already pledged to reduce emissions from our own operations to net zero by 2030, and to play a leading role in enabling the sectors in which we operate to reach net zero by 2050.

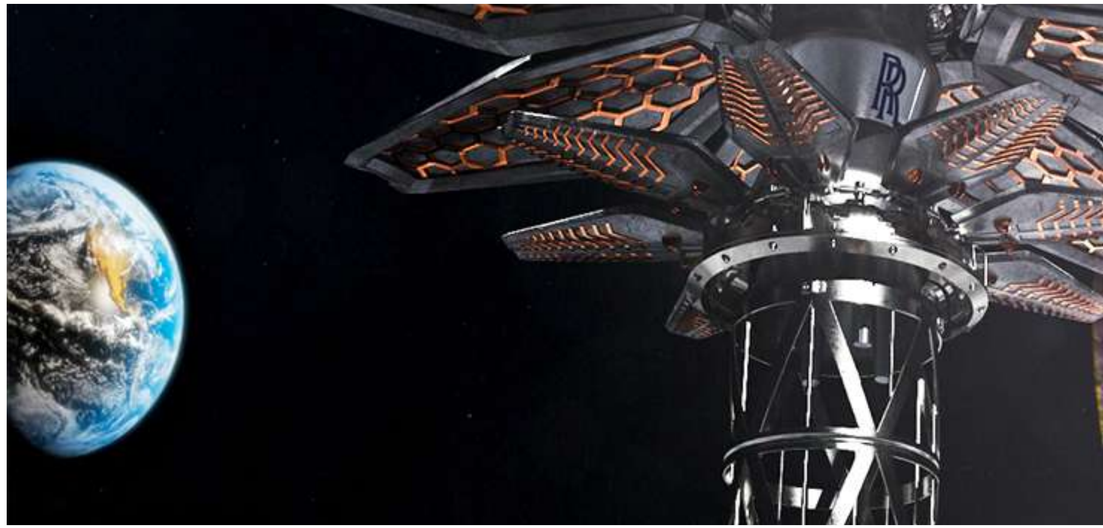
MULTIPLE FUTURE TRANSPORTATION SOLUTION

SELF-DRIVING CARGO SHIPS



Rolls-Royce touts remote-controlled cargo ship as "future of the maritime industry"
"In principle, anybody skillful and capable to attain access into the ICT system could take control of the ship and change its operation according to hackers' objectives," the white paper states.

POWER TO EXPLORE OUR UNIVERSE



Rolls Royce's innovative integrated electric power and thermal management solutions will enable customers' ambitions for space launch, exploratory missions to become a reality. Rolls-Royce has signed an innovative contract with the UK Space Agency for a study into future nuclear power options for space exploration.

Thank You For Listening.