

Rolls-Royce Motor Cars  
Product Range





# HERITAGE

Charles Rolls and Henry Royce met for the first time on 4 May 1904 and the legendary automotive marque Rolls-Royce was born.

Within three years, The Silver Ghost was launched – a car of unprecedented refinement and reliability that was lauded by the motoring press – and set the bar for all Rolls-Royce motor cars that have come ever since.

Today, we are still driven by the most exacting standards, constantly encouraging our designers to challenge automotive conventions and produce ideas others would consider impossible.

It is this drive and devotion to quality that has led Rolls-Royce to be widely acknowledged as 'The Best Car in the World'.

# THE HOME OF ROLLS-ROYCE

Goodwood is the modern home of Rolls-Royce Motor Cars. Set in the South Downs, and designed by the world-renowned architect Sir Nicholas Grimshaw, our modern day home embodies our ethos of bringing modern technology and traditional skills together.

Every Rolls-Royce model is hand-built under the same roof – one of the largest single-span 'living roofs' in Europe. Covered with thousands of sedum plants, it changes colour with the seasons and helps our building blend seamlessly with the surrounding countryside. As do the cedar cladding louvres, which automatically adjust to shield the glare of the sun.

Thanks to the extensive use of glass in the building's construction, the workshops are flooded with natural light, which creates the perfect environment for our craftspeople to hone their skills and transform the finest natural materials into the finest cars in the world.





## INTRODUCING AN ICONIC RANGE

No other marque can boast either the prestige or heritage of Rolls-Royce. Designed and built to the most exacting of standards, these remarkable motor cars remain timeless, while constantly pushing the boundaries of automotive excellence.

Each model is imbued with its own distinctive style and personality yet they all share the powerful presence and refined design cues that make them inimitably a Rolls-Royce.

# PHANTOM

## FAMILY

A model that moves beyond frontiers, from a marque that takes automotive quality to new limits. When a Phantom passes by, heads turn and hearts race. Celebrating the eternal spirit of Rolls-Royce, this is a contemporary motor car that makes an instant impression.

Individually, each Phantom model stands out on the road with its own distinctive style and commanding presence. Together they echo the legendary rallying call of Sir Henry Royce: "Take the best that exists and make it better." The result, a fusion of enhanced engineering and master craftsmanship, is sheer perfection.





## UNMISTAKABLY ROLLS-ROYCE

Attention follows the Phantom wherever it goes. At rest, its commanding stance and classic proportions make it the most prominent feature of any setting. When it moves, its uncompromising prowess is immediately evident.

For driver and passengers alike the experience is one of effortless power. To travel in a Phantom is to glide through the landscape enveloped in contemporary luxury. Technology is at your fingertips. Every possible comfort has been considered. This is refined elegance in its purest form.





# PHANTOM

## EXTENDED WHEELBASE

Phantom Extended Wheelbase promises inner comfort and outer charisma, with a whisper-quiet performance that makes this the perfect space to work, entertain or relax in between engagements.

Enjoy exceptional privacy as you step inside, thanks to extra length in the coach doors. Stretch out in supreme comfort with an additional 25cm of legroom in the rear. Not only is this an interior of luxury proportions, but one that offers infinite possibilities for bespoke personalisation. It becomes a truly exclusive space in a motor car that will not go unnoticed.





# PHANTOM

## COUPÉ

As Phantom Coupé cuts through the landscape, its dynamism is immediately clear. Athleticism and aesthetics unite. Driver and car are as one.

This, the most driver-orientated model in the Phantom family, is a motor car that exudes sporting glamour. With the 1930s Phantom II Continental as its muse, it puts a contemporary twist on classic proportions. Advanced engineering – from the linear braking characteristics to the stiffer suspension and steering wheel – ensure a smooth and supremely confident ride. Inside, a cool, calm space readies you for any journey. It is even more thrilling to drive, promising the most impressive of arrivals.





# PHANTOM

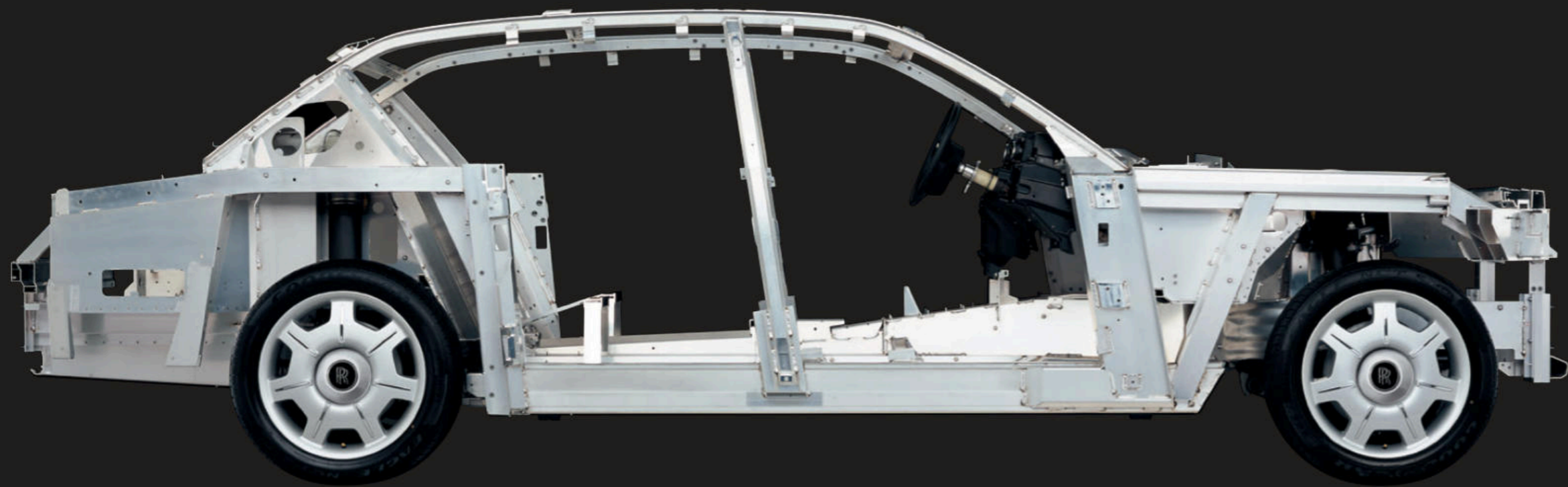
## DROPHEAD COUPÉ

J-class yachts of the 1930s America's Cup and the 1950s unique Riva launches, in all their elegance and allure, inspired this relaxed yet refined model.

The Phantom Drophead Coupé is designed to inspire, to entertain and, ultimately, to enjoy. In a matter of seconds the hood can be stowed to redefine the silhouette, or raised to create an intimate cabin. Rich teak decking and an exceptionally fresh palette, in a nod to this Phantom's nautical roots, instantly transport you to the interior of luxury yachts.

Then, when it moves, a dynamic connection with the road ensures a lithe, graceful ride. This is a sensation matched only by the experience of gliding across the ocean.





# PRECISION

## TECHNOLOGY

Incredibly powerful, yet outstandingly agile. Supremely luxurious and utterly comfortable. Phantom can only combine such a host of contrasting characteristics by employing leading edge technology.

Built around a lightweight aluminium spaceframe, Phantom achieves an incredible level of structural sturdiness. This not only enhances the driving performance, but also the sumptuous comfort that only a motor car of this calibre can deliver. Because the interior is tranquil and quiet, its occupants can immerse themselves in the extraordinarily rich sounds of the infotainment system without disturbance. The Rotary Controller puts a vast array of technology at your fingertips and ensures you always stay linked to your world.



# GHOST

## FAMILY

The principle of delivering simplicity out of complexity runs throughout Ghost and Ghost Extended Wheelbase. Everything is designed, engineered and crafted to be so invitingly approachable, so simple, that either car becomes fitting for any occasion – and at home in any landscape.

With an exceptional level of control, every ride is graceful, dynamic and a pure pleasure. So nothing distracts you from the exhilaration of driving.

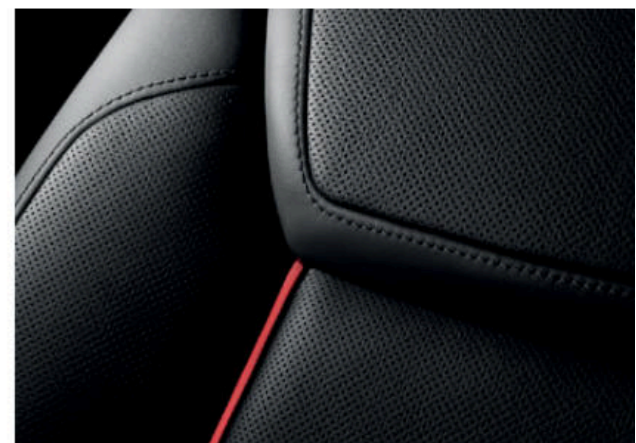


## EFFORTLESS SIMPLICITY

Imagine a motor car that is both timeless and contemporary. A model with power and grace in equal measure. Ghost is that – and more. Classically framed, it is the quintessential embodiment of the marque, with an unmistakable silhouette that simply says 'Rolls-Royce'.

Inside, you are greeted by a contemporary cabin that cocoons you in a private haven. Hand-cut, unique wood veneers showcase the inimitable talents of our craftspeople. Banks of supple, full-grain leather, deep tufted carpets and a cashmere-blend roof lining ensure every journey is undertaken in incomparable comfort.

For Ghost, luxury in its purest sense is the driving force.







## STATE-OF-THE-ART TECHNOLOGY

Ghost is one of the most technically advanced motor cars ever built – designed to make sure nothing stands in the way of the pleasure of driving.

The powerful engine, paired with an intelligent Satellite Aided Transmission, ensures each journey is as effortless as it is exhilarating. With road scanning technology, smooth manoeuvres are ensured – allowing passengers to enjoy a journey of complete ease. When it comes to entertainment, the cutting edge Bespoke Audio System promises the purest and most immersive sound imaginable.

With Ghost, each exceptional part comes together to create a seamless whole, with every detail engineered for an unmatched driving experience.

# GHOST

## EXTENDED WHEELBASE

With its masterful character, Ghost Extended Wheelbase is designed to be as enjoyable to drive as it is to be driven in.

The sumptuous interior, with seemingly endless space in which to stretch out and savour the journey as it unfolds, makes it the perfect passenger experience. But take the wheel and you'll discover the same thrilling power and matchless control that define the driving dynamics of Ghost.

The temptation to stay in the driving seat may be too great. But that would be to deny yourself one of the great pleasures of owning Ghost Extended Wheelbase – travelling in utmost luxury, without the need to lift a finger.







## CRAFT AND TECHNOLOGY

You have unprecedented control inside Ghost. With a Spirit of Ecstasy Rotary Controller in the rear, you can access your personal choice of entertainment through the theatre system.

Independently controlled high-resolution 9.2" screens create a cinematic experience in the rear that makes even the longest journey entertaining.

Options such as WiFi Hotspot and Connect app integration ensure driver and passengers remain connected. Easily browse the Internet on any device and integrate functions from your phone into your car. With Google™ Send to Car and Local Search you can transfer your chosen destination directly into the navigation system, so you know where you are going as soon as you start the engine.

# GHOST

## BLACK BADGE

An irresistible invitation to the risk-takers and rule-breakers.  
A twist on the world's most iconic automotive marque.

This is Ghost Black Badge.

Every inch has been transformed by the darkness. Dark Chrome embraces the bold silhouette. The Badge and dramatic Spirit of Ecstasy, with a daring new attitude, are reborn in a rebellious black. Whilst the distinctive grille and 21" carbon fibre composite wheels add to the striking presence.

Inside, Ghost's interior has been intensified with a new aesthetic. Technical fibre, made of aircraft grade aluminum thread woven into the carbon fibre, adorns the dashboard and a unique two-tone leather application with accent colours creates a dramatic and contemporary feel.

Beneath the bold aesthetics, power sits poised. With an updated 6.6 litre engine, performance is heightened and pulses race. Enhanced steering and suspension deliver a dynamic driving experience like no other.

This is a motor car made for a person without limits.  
An uncompromising model that embraces your wild side.







# WRAITH

## FAMILY

Power, performance, prestige – Wraith is the most powerful Rolls-Royce ever built.

This is a car for the curious and the confident. Outstanding performance is married with exuberant luxury, all delivered in a style that exudes a sense of glamour and poise. Every aspect of the car's purposeful design creates an alluring sense of the noir and earns the enigmatic name, Wraith.



POWER, STYLE,  
**DRAMA**

A motor car that makes an entrance and a lasting impression. Marrying the hallmark sophistication of the marque with automotive design at the very cutting edge, Wraith has been created to perform. And perform it does.

With a dramatic silhouette, it has the looks to match, asserting a sense of theatre that continues beyond the door: From the finest leather to the softest lambswool carpets, Rolls-Royce craftspeople have meticulously hand-built every inch of the spacious interior.

But power and profile are nothing without intelligence. This is a motor car that not only sees what you see, but can anticipate what lies ahead.



# TECHNOLOGY

AT YOUR FINGERTIPS

A motor car this daring deserves the most progressive technology. And Wraith possesses an exceptional level of intuition.

Day or night, this model is alert to its environment, scanning for hazards, reacting instinctively. By harnessing advanced technology and GPS data, it assesses the path ahead. So you are supported through each moment of every drive, as you surge around every twist and soar through any manoeuvre.

Yet you retain ultimate control. It opens to your touch, and is connected to your world. Wraith is yours to command and yours to enjoy.





# WRAITH

## BLACK BADGE

Day becomes night. This is the time for your bolder side. A moment when the rebel inside is unleashed.

In a daring statement of transformation, darkness has taken over. Chrome is darkened and paint is deepened. Unique 21" carbon fibre composite wheel with a central spider forged from aluminium alloy immediately capture attention. As you step into the darkness, Wraith's LED lights guide you into the night with the dark goddess leading the way through undiscovered adventures.

The transformation continues inside. With dark chrome features, a technical fibre fascia and black leather with your chosen accent colour, this is the ultimate combination of luxury and bold expression.

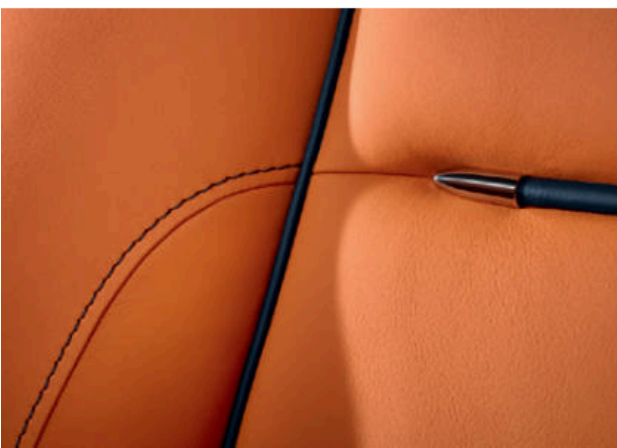
Every sense is heightened through state of the art technology. An updated 6.6 litre V12 engine and new gearbox enhance Wraith's performance. Whilst intensified steering, torque and suspension deliver exceptional contact with the road. This is a model for those who feel the unmistakable pull of adventure.



# DAWN

Night lifts to reveal a striking new silhouette; a Rolls-Royce like no other, yet steeped in prestigious heritage. Inspired by the iconic Silver Dawn of the 1950s, Dawn provides the perfect blend of sophistication and true freedom. Infused with a youthful spirit and vivacious energy, this inspiring motor car harnesses an exacting balance of power and possibility and heralds a brand new beginning.





## STRIKINGLY SEDUCTIVE

From the moment Dawn emerges in the distance, its agility and athleticism are clear to see. Dawn's captivating charisma is felt from the very first encounter.

The exterior exudes understated class, with a flawless, hand-polished finish giving it a marble-smooth sheen. Sleek yet edgy contours add to Dawn's seductive look, complete with a tapered 'wake channel' on the bonnet, reminiscent of a jet's vapour trail. Just as a new day holds the promise of endless possibility, so too Dawn offers a sense of adventure and discovery.

Inspiring voyages are made even more exceptional by Dawn's luxurious cabin. Four individual seats are wrapped in supple natural grain leather, with contrast stitching and a flowing hand-cut wood veneer brings a sense of the outdoors inside.





## CUTTING-EDGE TECHNOLOGY

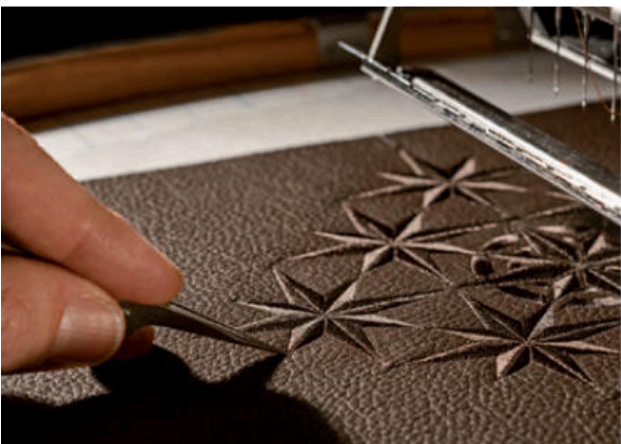
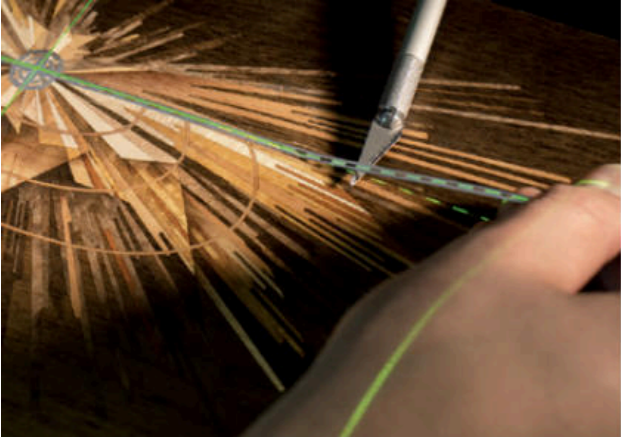
Whether in the early morning rising sun or during the darkest hour of the night, Dawn promises a composed, effortless drive. Employing advanced Rolls-Royce technology, it is designed to assist the driver on every road – and at each moment.

Radar sensors scan the path ahead, fine-tuning the Active Cruise Control settings if required and the Adaptive Headlights adjust automatically to suit the changing light. An infrared camera in the grille provides additional assistance, detecting potential hazards up to 300 metres away.

Finally, the intelligent Head Up Display puts key information in the driver's field of vision – from current speed and limits to lane departure warnings and directions.

The result is a feeling of unbridled freedom – leaving you to relish the journey and explore the road ahead.





# TRUE CRAFTSMANSHIP

Every Rolls-Royce receives the most painstaking attention to detail during its production at our state-of-the-art plant at Goodwood. It takes no less than 60 pairs of hands to take each motor car to a finish worthy of carrying our marque.

In our paint shop, reaching perfection involves five coats of specialist paint plus a finishing lacquer on each panel, followed by five hours of meticulous polishing.

Up to a month will be spent shaping, sanding, lacquering and hand-polishing separate wooden interior parts which are then book-matched by eye for absolute symmetry.

We only source our leather from A-grade bull hide to ensure there are no stretch marks.

Then, before a motor car is deemed ready to leave Goodwood, it must pass the most stringent quality tests. Only when we are 100% satisfied will any Rolls-Royce be handed to its owner.





# INSPIRATION

IS EVERYWHERE

Your Rolls-Royce is the ultimate expression of you. Whatever inspires you – an iconic era, a favourite city, the beauty of nature – our Bespoke team can bring it to life in your car, to reflect your tastes exactly. The only limit is your imagination.



## BESPOKE TO YOU

There is no finer way to make a unique statement or express your personal style than through a Bespoke Rolls-Royce.

Select an alternative black version of the famous Rolls-Royce clock, or add a personalised motif to the headrest, embroidery and treadplates. Even the Spirit of Ecstasy can be finished to your taste: illuminated or gold plated for example. For a final flourish, add your design to the coachline, which is painted by hand with a fine brush made from ox and squirrel hair.

Collaborate with your dealer and the Bespoke team to create a truly unique motor car.



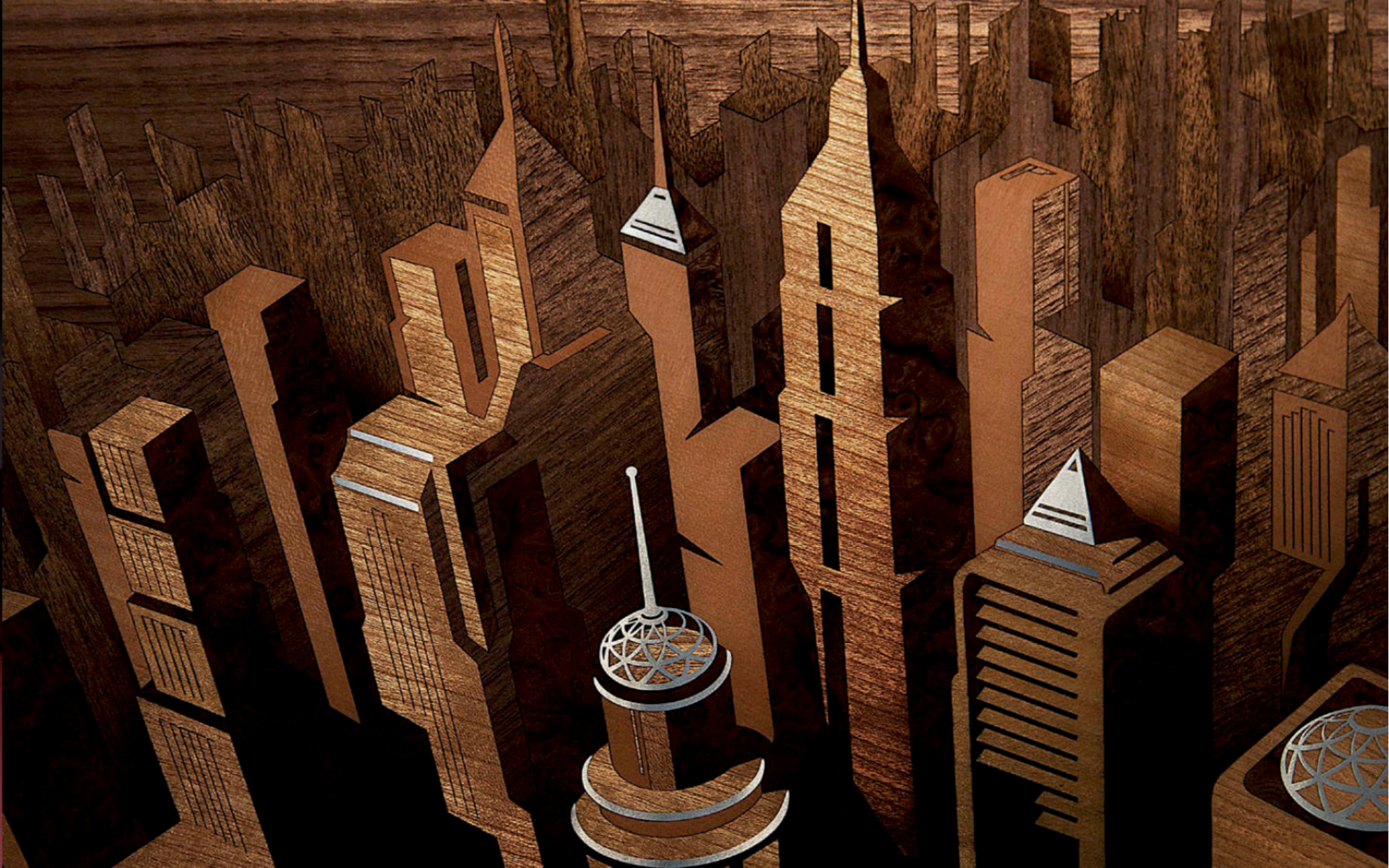


## UNIQUE CREATIONS

Pushing the boundaries of what is possible within the automotive world, our Bespoke motor cars draw inspiration from sources as diverse as nature, an iconic city or even cult TV.

Serenity Phantom is one of these remarkable cars that are testament to the exceptional skills of our dedicated craftspeople.

Embodying a new level of highly individualised design, unmatched by any other luxury motor car in the world. Our craftspeople embroidered this unique silk interior with delicate, crimson flowers and for a finishing touch, Smoked Cherrywood veneers were adorned with Mother of Pearl marquetry, creating the atmosphere of a tranquil garden of reflection.





All illustrations and specifications are based upon current information available as at April 2016. Colours may vary. Rolls-Royce Motor Cars Limited reserves the right to make changes at any time without notice. Images may show optional equipment and specific country variants may differ. Quoted speed and acceleration may vary.

Model year designation on any particular model may be longer or shorter than 12 months. Rolls-Royce Motor Cars Limited makes all reasonable efforts to provide accurate information; however, there is no guarantee of accuracy. No liability is assumed by Rolls-Royce Motor Cars Limited. Additional information may be obtained from your Rolls-Royce Motor Cars authorised dealership.

Your Rolls-Royce motor car is a product of a comprehensive recycling concept and recycling requirements are taken into account throughout the development and production of each motor car. For example, all the materials used in manufacturing your motor car are carefully selected to preserve natural resources and to ensure efficient recycling – compatible with the environment. Each motor car is designed and built for simple and economic recycling after its long-running life, utilising the important know-how accumulated over time.

For information and enquiries go to the Rolls-Royce Motor Cars website or contact [rr-recycling@rolls-roycemotorcars.com](mailto:rr-recycling@rolls-roycemotorcars.com).

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