



ROLLS  
RR  
ROYCE



Rolls-Royce Motor Cars  
The Phantom Family



# 1900

**1907**

40/50 hp Silver Ghost.  
London to Edinburgh Run  
of the Silver Ghost over  
14,371 miles in top gear.  
Production moves  
to Derby.

**1906**

March 1906: Rolls-Royce the  
company is established.

**1904**

Collaboration agreed  
between Rolls and Royce.

**1910**

C. S. Rolls killed  
in aeroplane crash  
in Bournemouth.

**1914**

Aircraft engine  
production starts.

**1904**

4 May 1904:  
Charles Stewart Rolls  
meets Frederick Henry  
Royce at the Midland  
Hotel in Manchester.

**1911**

The Spirit of Ecstasy  
introduced. Design by  
sculptor Charles Sykes.

**1906**

40/50 Silver Ghost.

# 1910

# 1920

**1936**

Phantom III:  
V12 engine, 25/30 hp.

**1925**

New Phantom  
(later: Phantom I).

**1931**

Acquisition of Bentley Motors.  
Springfield closed.

**1921**

Manufacturing  
plant opened  
in Springfield,  
Mass., USA.

**1929**

Phantom II: 20/25 hp.

**1938**

Wraith: last Derby  
made model.

**1922**

The 20 hp.

# 1930

**1933**

Sir Henry Royce dies.

**1950**

Phantom IV:  
only 18 built.

**1959**

Silver Cloud II.  
Phantom V.

**1965**

Silver Shadow: first  
monocoque model.

1950

**1955**

Silver Cloud.

**1962**

Silver Cloud III:  
twin headlights.

**1968**

Phantom VI.

1960

Rolls-Royce Motor Cars  
The Strive for Perfection



Rolls-Royce Motor Cars  
The Strive for Perfection

# The Phantom Family

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## **Dedication**

This book is dedicated to The Hon. Charles Stewart Rolls, Sir Frederick Henry Royce and all the employees of Rolls-Royce Motor Cars Limited.

## **Acknowledgements**

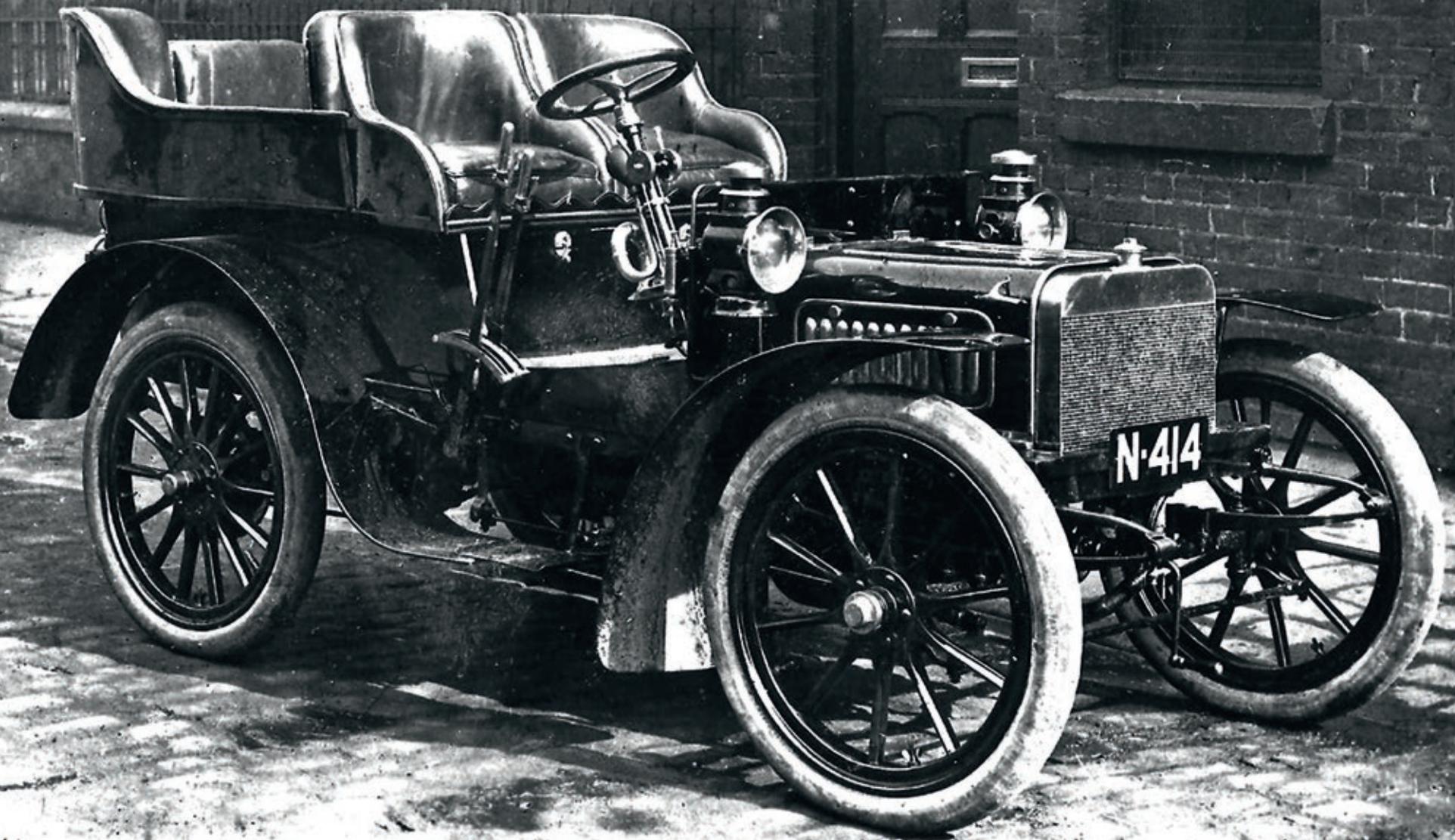
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Rolls-Royce Enthusiasts Club  
Pyrolia Digital Studio

*The Royce 10 hp.  
The first motor car produced by  
Henry Royce in 1904. It had an  
1,800 cc engine with a top speed  
of 39 mph and cost £138.*



## Preface

When Henry Royce was designing what was to become the first Rolls-Royce, a friend suggested that the only way to make the venture work would be to 'turn out a reliable car at a low price and sell it to the general public.'

Henry replied that he could not do that; his idea was to, 'turn out the best car in the world regardless of cost, and sell it to those people who could appreciate a good article, and were willing and able to pay for it.'

Over 100 years later, that same desire to produce The Best Car in the World is still the driving force behind Rolls-Royce Motor Cars.

## Foreword

This book has been over 100 years in the making. It is by no means intended to be a definitive history of Rolls-Royce Motor Cars; such a book would run into many volumes and is no doubt already on the bookshelves of many of our owners and enthusiasts around the world.

Instead, it is intended to give you, whether you are an owner, a prospective owner or share our passion for Rolls-Royce motor cars, an insight into what makes what many consider to be The Best Car in the World, the best car in the world.

It covers the early days of our company, from its humble beginnings in Cooke Street, Manchester in 1904 to our present day Home in Goodwood, England where we are working on the cars that will form the next chapter in our illustrious history.

I hope you enjoy it.

**Torsten Müller-Ötvös, CEO Rolls-Royce Motor Cars**





DOLLIE  
COURT MILLIN  
GOWNS

ROLLS  
ROYCE

ROLLS-ROYCE

ROLLS-ROYCE

15

14

T. WREAKES

T. WREAKES & CO  
14

1705

R-1706

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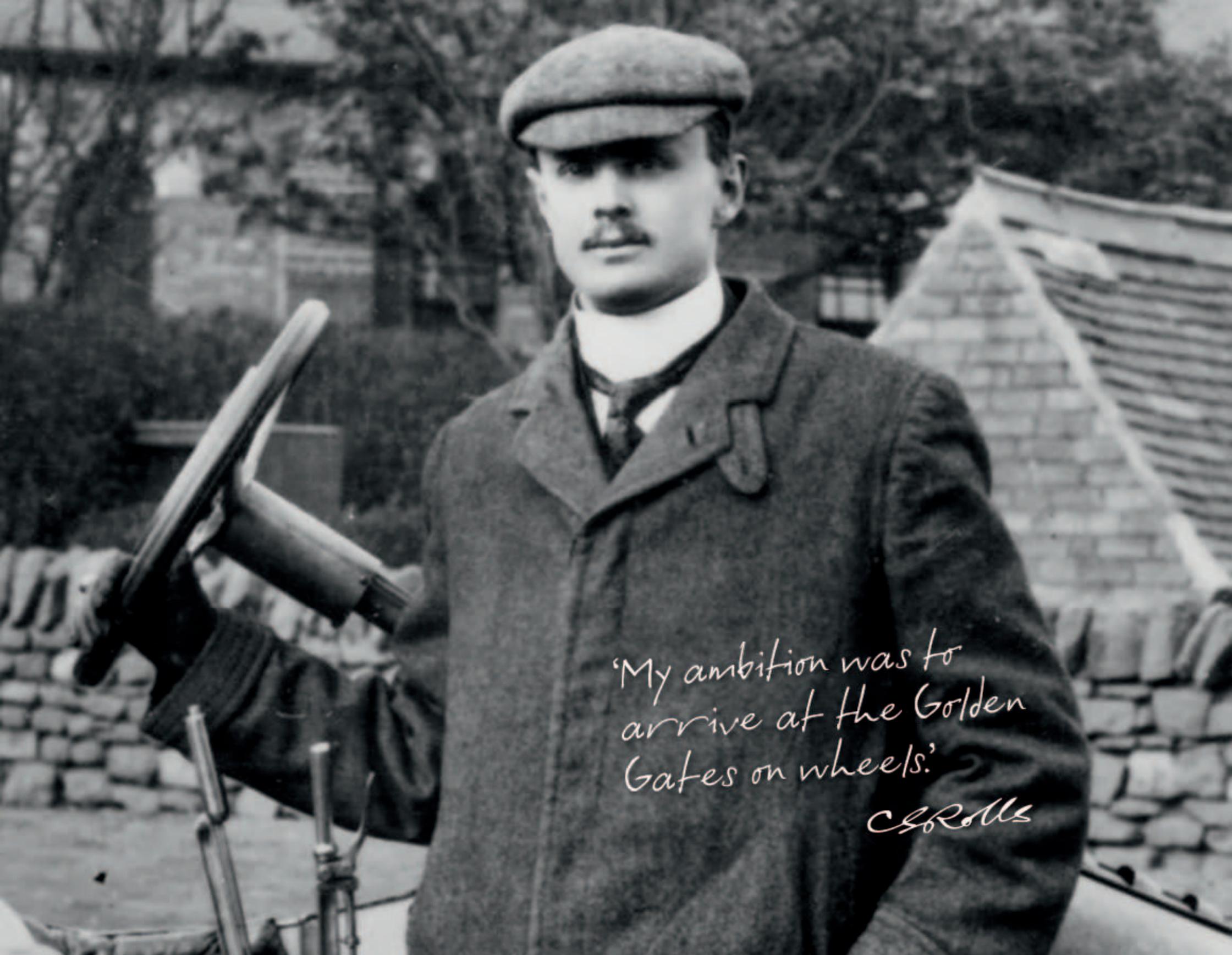
# Introduction

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Rolls-Royce Motor Cars

The founding partners of Rolls-Royce Motor Cars came from very different backgrounds. Charles Stewart Rolls was born into the British aristocracy and enjoyed a privileged upbringing in the highest echelon of society. Frederick Henry Royce, however, was the son of a miller and forced to become the breadwinner in his family from the age of nine.

Yet despite the differences in their circumstances, they went on to form an unlikely partnership – one that was forged on a mutual interest in engineering and motor cars. And even though their partnership only lasted six years, it led to them creating what is widely acknowledged to be The Best Car in the World.



*'My ambition was to  
arrive at the Golden  
Gates on wheels.'*

*C. S. Rollins*

## The Founders

### The Hon. Charles Stewart Rolls

Charles Rolls was born in 1877. The third son of Lord and Lady Llangattock, he was raised in privilege at The Hendre, a large country estate outside Monmouth in Wales.

After attending Eton, he went up to Cambridge to study mechanical engineering at Trinity College, and became the first undergraduate there to own a motor car. Indeed, his reputation for tinkering with cars earned him the nicknames 'Dirty Rolls' and 'Petrolls' among his peers.

By the time he left university, Charles Rolls was already an enthusiastic and accomplished motorist. He also raced bicycles, motorbikes and motor cars, and in 1903, broke the world land speed record in Dublin, driving a 30 hp Mors at nearly 83 mph. However, due to the use of unapproved timing equipment, the international governing body at the time refused to acknowledge his accomplishment.

To fund his sporting activities, he set up C. S. Rolls & Co., one of the first car dealerships in Britain. He then persuaded his

friend Claude Johnson to resign as Secretary of the Automobile Club and join him in business. Together they began importing and selling mainly Peugeot cars from France and Minerva cars from Belgium.

Rolls also had yet another passion; one that overtook his interest in motor racing and ultimately led to his untimely death: aviation. He was one of the founding fathers of the Aero Club and the second person in Britain to hold a pilot's licence.

Having already made hundreds of recorded ascents in hot air balloons, his interest in powered flight heightened following his introduction to Wilber and Orville Wright. After his maiden flight in 1908, Rolls completed the first non-stop double crossing of the English Channel on 2 June 1910. Tragically, he was the first Englishman to die in an aviation accident a few weeks later, when his Wright Flyer aircraft crashed at an air show in Bournemouth on 12 July. He was just 32 years old. While Rolls's life may have ended suddenly, his legacy lives on.

## Sir Henry Royce

Frederick Henry Royce was born in Alwalton, Peterborough in 1863. The youngest of five children, Royce moved to London to support his impoverished family. He began by selling newspapers for WHSmith & Son, and then became a telegraph boy for the Post Office, delivering telegrams around the West End of London. (It is even suggested that he delivered congratulatory telegrams to Lord and Lady Llangattock on the birth of their son Charles in Mayfair in 1877.)

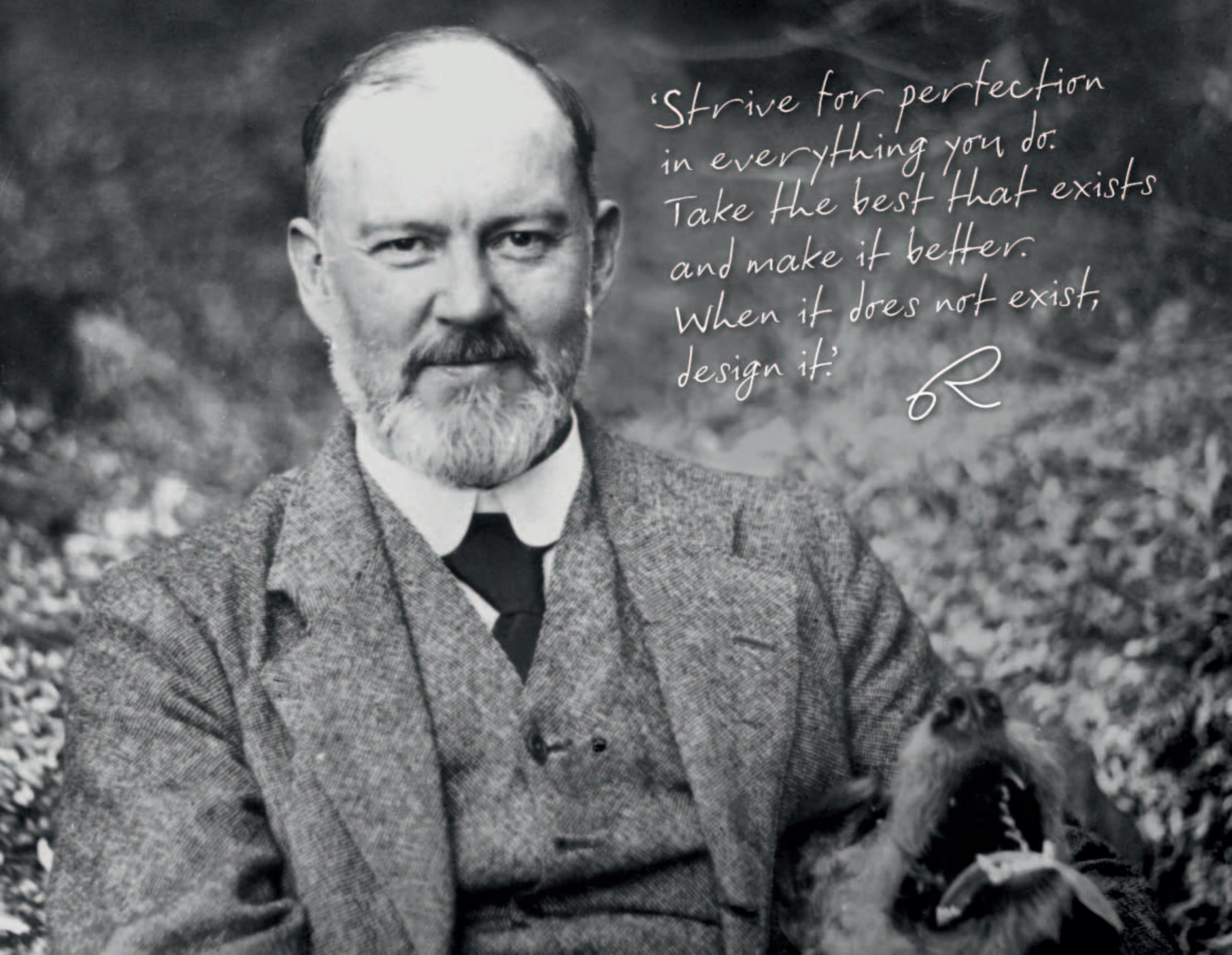
The 14-year-old Royce's fortunes changed when an aunt offered to pay for an apprenticeship at the Great Northern Railway Works in Peterborough. Working under the influence of one of the outstanding engineers of the day, Royce took every available opportunity to improve his education, spending his evenings studying algebra, French and electrical engineering.

With a natural talent for engineering emerging, he found a job with the Electric Light and Power Company in London, and later moved to their Liverpool branch.

In 1884, at the age of just 21, he started his own business, F. H. Royce and Company, with his friend and fellow engineer, Ernest Claremont. They put £70 of their own money into the venture and worked around the clock manufacturing small electrical components such as doorbells, dynamos and light fittings. (Indeed, the improvements Royce made and patented to the bayonet light bulb fitting are still in use.)

Royce became interested in producing motor cars after replacing his De Dion Quadricycle with a second-hand two-cylinder French Decauville. While initially impressed, he soon became dissatisfied with its standard of construction and reliability and, characteristically, decided he could do better.

He began work in the corner of the Cooke Street works of the newly named Royce & Co. Ltd., and by the end of 1903, had designed and built his first petrol engine. On Friday, 1 April 1904, Royce left the factory to the cheers of the workforce at the wheel of the first Royce motor car, a 10 hp.



“Strive for perfection  
in everything you do.  
Take the best that exists  
and make it better.  
When it does not exist,  
design it.”

R

**The Midland Hotel, Manchester.**  
It was here that Charles Rolls and Henry Royce met for the first time on 4 May 1904 and agreed to start producing and selling cars under the name Rolls-Royce.



*"I have met the  
greatest engineer  
in the world."*  
C. S. Rolls



## When Rolls met Royce

Charles Rolls and Henry Royce met for the first time on 4 May 1904 over lunch in the Midland Hotel, Manchester.

Henry Edmunds, a shareholder in F. H. Royce & Company and a friend of Charles Rolls and Claude Johnson, brokered the historic meeting.

It was instigated after Edmunds boasted to Johnson about his new 10 hp Royce motor car. Johnson knew that Rolls was growing frustrated at only being able to sell foreign imports, and wasted no time in informing him that a company in Manchester was producing a 'superb little twin-cylinder car that might be the best built in England'.

Intrigued, Rolls travelled with Edmunds to Manchester by train. On the way he told Edmunds that he, 'wanted to produce a car connected with his name that would become as much a household word as Broadwood was among pianofortes or Chubb among safes.'

Within minutes of seeing the little 10 hp Royce, Rolls knew he had found the car he was looking for. Despite their totally dissimilar backgrounds Charles Rolls and Henry Royce hit it off immediately. And, after taking the car for a drive, Rolls agreed on the spot to sell as many cars as Royce could build under the name Rolls-Royce.

The day ended with Rolls returning to London in a borrowed Royce car, then waking his business partner, Claude Johnson at midnight to excitedly inform him, 'I have met the greatest engineer in the world'.



### **The first Rolls-Royce motor car.**

*Royce had already produced three prototype 10 hp models before he formed his partnership with Rolls. On 27 September 1904, the first 10 hp to be sold under the name Rolls-Royce was delivered to the sewing machine magnate, Paris E. Singer.*

## Claude Johnson

# The hyphen in Rolls-Royce



**Claude 'Hyphen' Johnson.**  
Former Managing Director of Rolls-Royce.

While Rolls and Royce were building and selling cars, it was Claude Johnson, the Managing Director, who built the fledgling company's reputation for producing the best cars in the world.

A genius at generating publicity and public relations, Johnson was so integral to the success of the company that he became known as the 'hyphen' in Rolls-Royce.

One of his early advertisements for the 40/50 hp promoted the car as, 'The six-cylinder Rolls-Royce, not one of the best, but the best car in the world,' and introduced the phrase that would for ever be associated with Rolls-Royce.

Johnson also orchestrated a series of publicity stunts to promote the quietness and reliability of the cars. These included Charles Rolls driving a Light Twenty from Monte Carlo to London in 37 hours 30 minutes.

It was in 1907, with the twelfth Rolls-Royce 40/50 hp, that Claude Johnson firmly established Rolls-Royce's reputation for unrivalled reliability and engineering excellence. Unlike the previous eleven cars that rolled off the production line, this one had its Barker & Co. coachwork painted silver and fittings silver-plated. The car was registered as AX 201, and christened by Johnson the 'Silver Ghost' to emphasise its ghost-like quietness.

In May of that year, Johnson set out to demonstrate the superior performance of the Silver Ghost by driving it (under the supervision of the RAC) from London to Scotland and back. And it was duly reported that the car covered the 2,000 mile round trip with no mechanical problems and averaged 20.86 miles per gallon.

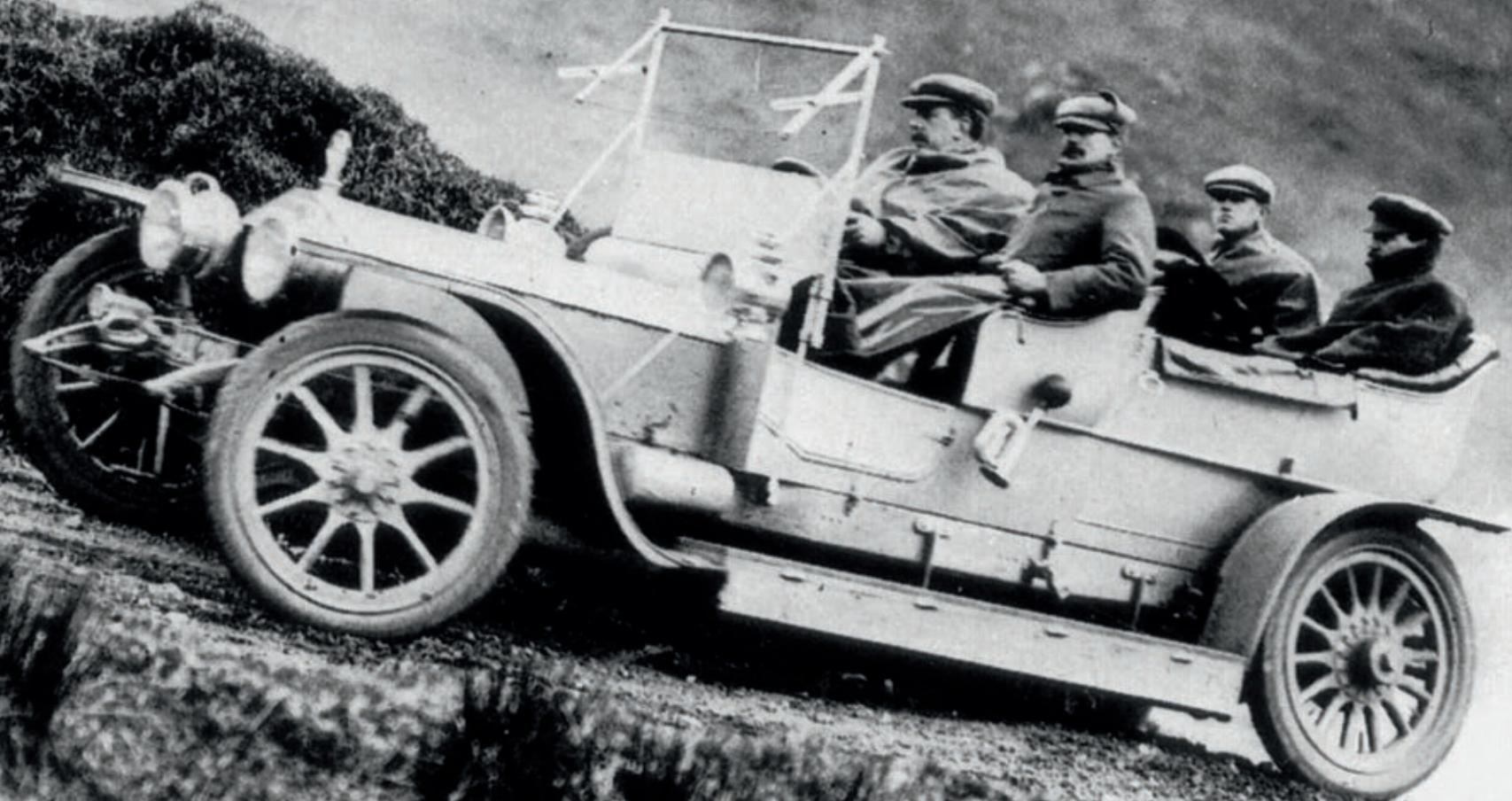
Claude Johnson then entered the Silver Ghost into the 1907 Scottish Reliability Trial, and the car took home the gold medal in its class for hill climbing, speed, reliability and fuel consumption.

Johnson saw the opportunity to use the journey home to further publicise the car's reliability by attempting to break the world record for a 'non-stop' run, which then stood at 7,089 miles. They set off on Monday, 1 July, and originally planned to complete 10,000 miles travelling between Glasgow and London. However, the Silver Ghost was running so well that the decision was taken to keep motoring between the two. Thirty-nine days, and 14,371 miles later it was still going, and having doubled the reliability distance record, the Silver Ghost exceeded all that it set out to achieve, emphatically.

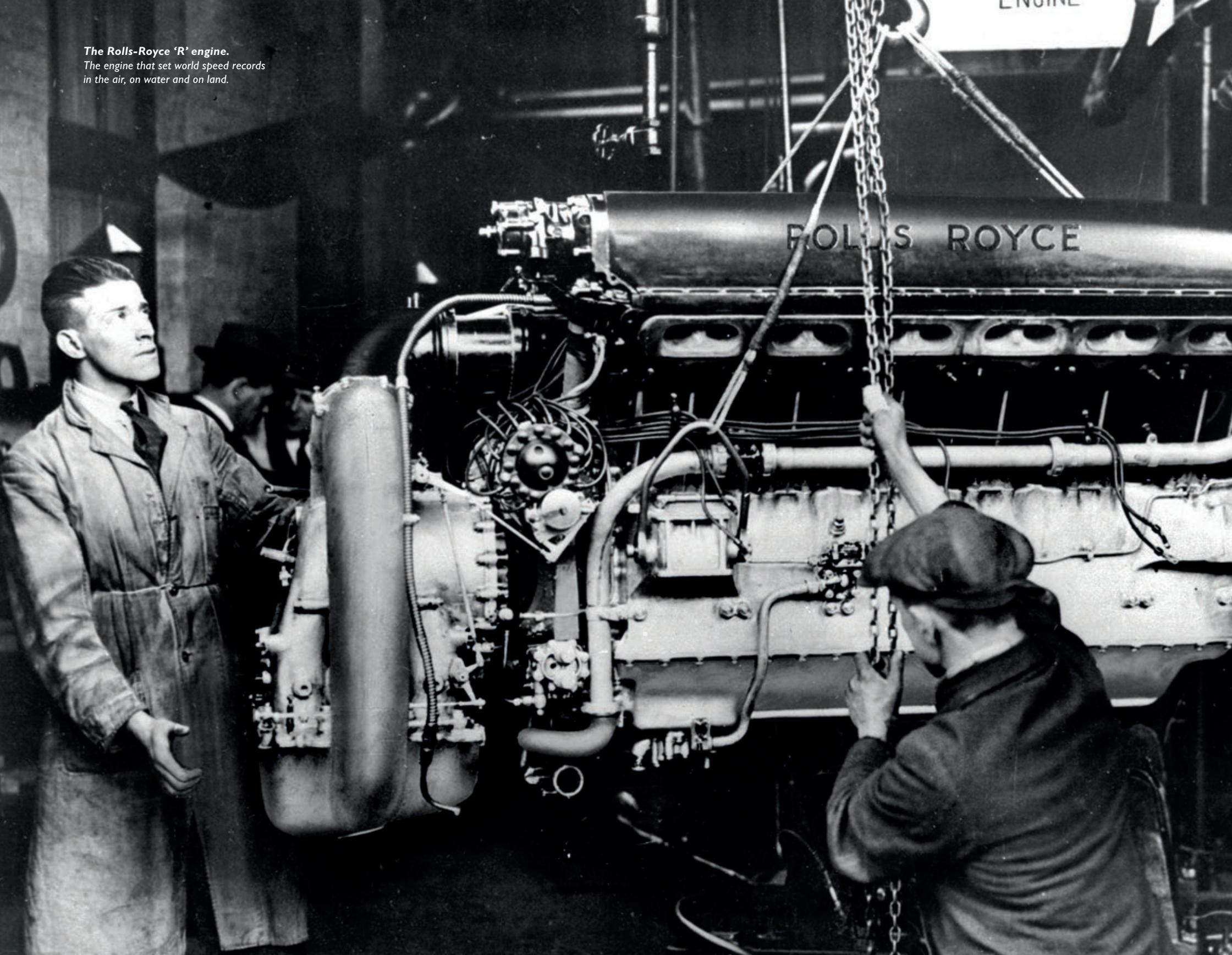


**The Silver Ghost.**

*The first Silver Ghost on its record-breaking non-stop run between London and Glasgow, which earned it the title of "The Best Car in the World."*



*The Rolls-Royce 'R' engine.  
The engine that set world speed records  
in the air, on water and on land.*



## Rolls-Royce engines

# A powerful pedigree

Charles Rolls had been determined to break the land speed record in the early part of the twentieth century. And although his 1903 record breaking time was never officially recognised, years later engines bearing his name would go on to power record breakers in the air, on water and on land.

### The Schneider Trophy and the world air speed record.

Rolls-Royce developed the Racing or as it became known, the 'R' engine for Britain's 1929 entry into the Intercontinental Schneider Trophy seaplane contest. Royce reputedly sketched its design in the sand at West Wittering beach with his walking stick. Piloted by Flying Officer Waghorn, the new Rolls-Royce powered Supermarine S6B not only retained the Schneider Trophy for Britain, it also established a new world air speed record of 328.63 mph in the process.

It was Britain's second consecutive victory. A third would allow them to keep the trophy for good. Unexpectedly, a major problem arose when the Labour Government refused to finance the Royal Air Force's defence of the trophy in 1931. On hearing this, Lady Houston, the richest woman in Britain, wrote a cheque for £100,000 which enabled the team to compete.

On 13 September 1931, Flight Lieutenant J. N. Boothman won the Schneider Trophy outright and set a new air speed record of 357.7 mph. Later in the same year, Flight Lieutenant G. H. Stainforth raised the record to 407.5 mph.

The 'R' engine was followed by the legendary Merlin engine, which powered allied aircraft such as the Spitfire, Hurricane and Lancaster during the Second World War. It was this unit that established Rolls-Royce's reputation as an aviation engine manufacturer, and earned Royce his baronetcy.

### World water speed records.

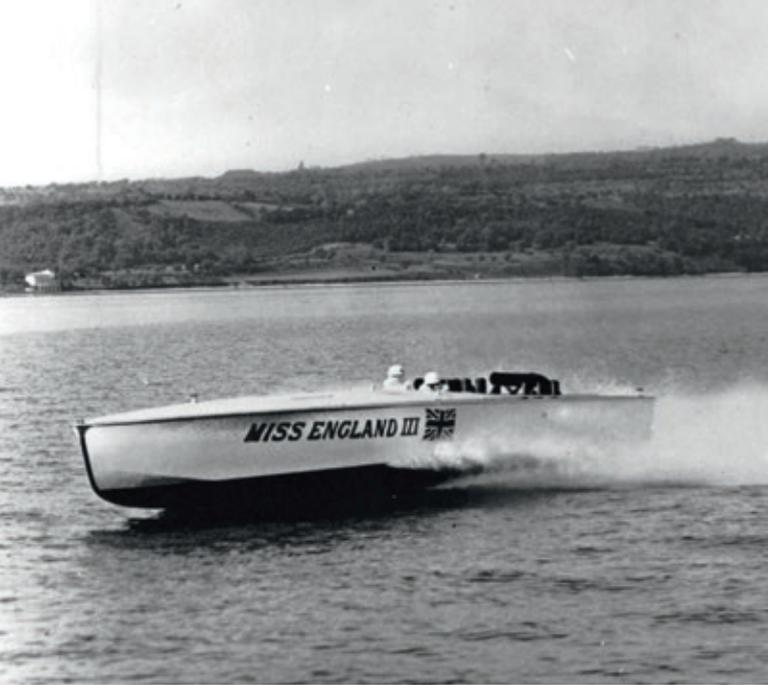
Sir Henry O'Neill de Hane Segrave had already broken three land speed records before he set his sights on the world water speed record.

The date he chose to make his attempt was to prove prophetic. On Friday, 13 June 1930 Segrave took to the water on Lake Windermere, England in his boat, Miss England II. Powered by two 1,800 hp supercharged 'R' engines this craft successfully took the record to 98.76 mph, beating the previous record by 6 mph.

He was determined to break the magical 100 mph barrier with his third attempt. However, his boat hit a submerged branch and cartwheeled before sinking. An unconscious Segrave was rescued and taken to hospital. His Rolls-Royce mechanic, Victor Halliwell perished and was found days later still wearing his goggles and clutching his engineer's pencil and note pad. Segrave briefly regained consciousness and his last words before he died moments later were, 'Did we do it?'



**The Supermarine S6B S.1595.**  
*The winner of the 1931 Schneider Trophy.*



#### **Miss England III.**

*In 1932, Kaye Don broke the world record twice in one day in Miss England III on Loch Lomond, Scotland, reaching 117.43 mph on his first attempt and 119.81 mph on his second.*

Miss England II was salvaged from Lake Windermere to be restored to her former glory. She went on to break the 100 mph barrier; this time with Kaye Don at the helm, who set a new record of 103.49 mph on the Parana River in Argentina in 1931. Don then went on to break the record again on Lake Garda in Italy with a top speed of 110.22 mph.

The 'R' engine continued to push the world water speed record higher and higher. Sir Malcolm Campbell broke it three times in Bluebird K3. At the end of 1938 it stood at 130.93 mph. A year later at Coniston Water in Bluebird K4 he broke the record again, where he reached 141.74 mph.

#### **World land speed records.**

Sir Malcolm Campbell had already notched up seven land speed records before he attempted it in his car, Bluebird, which was equipped with a Rolls-Royce 36.5-litre, 2,300 bhp V12 'R' supercharged engine. At Daytona Beach, USA, in 1933, he established a new land speed record of 272.46 mph, and then two years later upped it to 276.82 mph. In the same year at Bonneville Salt Flats, Campbell became the first man to break



#### **Thrust SSC.**

*The first car to break the sound barrier.*

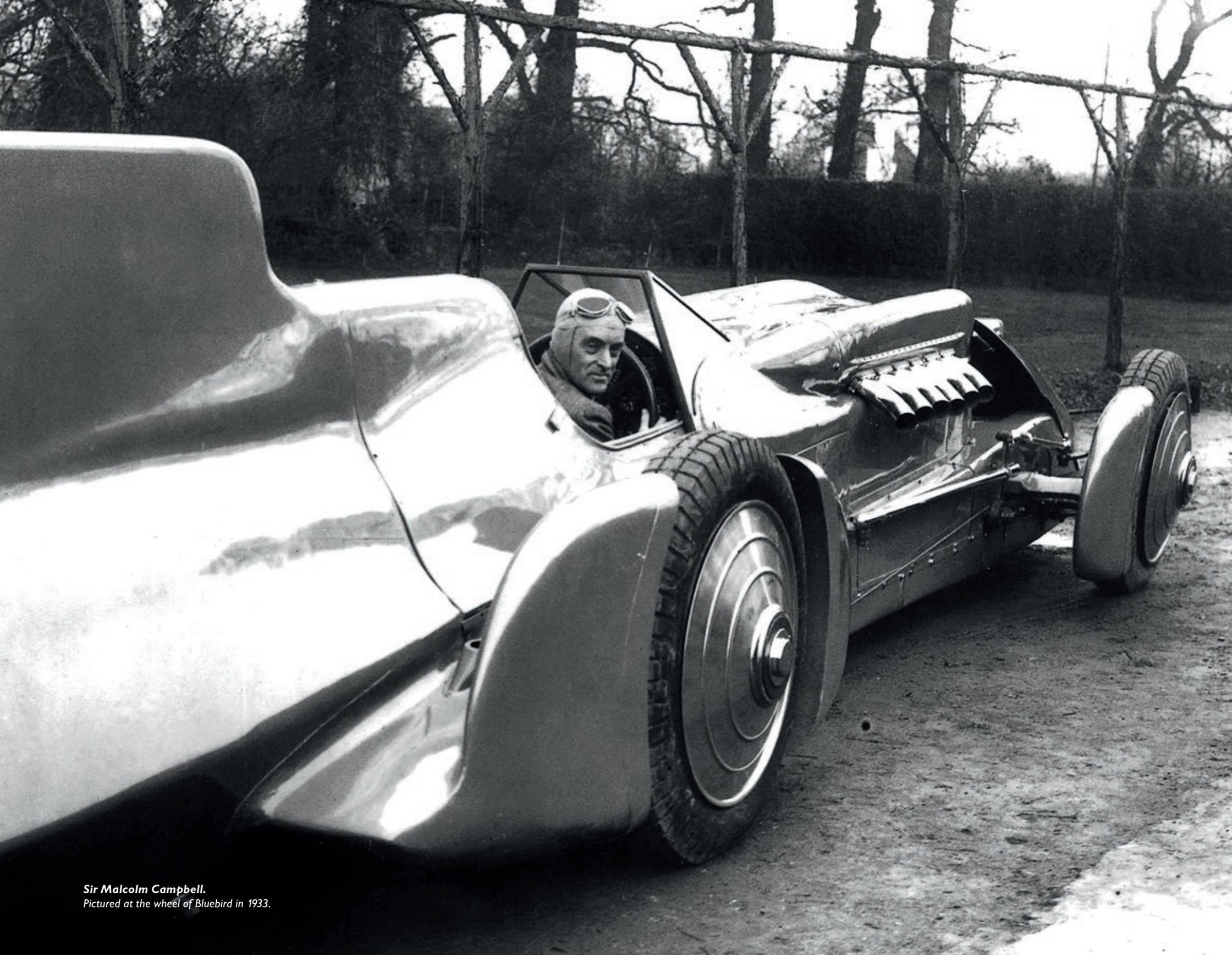
the 300 mph barrier and set a new record of 301.13 mph.

On 19 November 1937, George Eyston raised the record to 312.00 mph in his car, Thunderbolt, which was powered by two supercharged 'R' engines which had previously powered the Schneider Trophy winning Supermarine S6B. The following year he took the record to 345.50 mph, only to have it taken from him by John Cobb in his Railton who reached 350.20 mph. However, his glory was to be short-lived. The following day Eyston responded with a speed of 357.50 mph, and reclaimed the record.

It would be another 45 years before a Rolls-Royce powered car would take the land speed record. On 4 October 1983, at Black Rock Desert in Nevada, USA Richard Noble broke the record. Powered by a single Rolls-Royce Avon 302 engine, his Thrust II reached a speed of 633.468 mph.

Noble was also behind the next bid to not only break his record, but also the sound barrier: Returning to Black Rock in September 1997, with RAF fighter pilot Andy Green at the controls of Thrust SSC, they succeeded in their first quest and achieved a speed of 714.14 mph, but failed in their second.

On 15 October, Noble's team made a second attempt. The two Rolls-Royce Spey fan jets were fired up and Thrust SSC thundered across the desert. This time, the sonic boom was clearly audible as the car broke Mach 1. The last great milestone in land speed had been achieved: Andy Green and Rolls-Royce had broken the sound barrier, reaching a speed of 763.04 mph.



*Sir Malcolm Campbell.  
Pictured at the wheel of Bluebird in 1933.*



**Eleanor Velasco Thornton.**  
*Lord Montagu's Private Secretary  
and rumoured to be the lady  
on whom the Spirit of Ecstasy  
was based.*

## The Spirit of Ecstasy

### The lady behind the myth

This is the story of the Spirit of Ecstasy, the iconic mascot that has gracefully adorned the bonnet of every Rolls-Royce motor car since 6 February 1911. It's a tale of mystery, glamour and a forbidden love affair that started at the dawn of the motoring era and ended in tragedy for more than one of those involved. Today, it leaves us with a legend and an enduring icon, which continues to define the pinnacle of automotive design and engineering over a century later.

The legend does not begin, as you might expect, when Charles Rolls and Henry Royce first met on 4 May 1904 at the Midland Hotel in Manchester. Rather, it began a few years later with a fad at the time for motorists to attach gaudy mascots to the bonnets of their motor cars. It was a craze that left the Rolls-Royce Board suitably unimpressed, especially when these mascots were attached to their motor cars.

A solution had to be found. Claude Johnson was given the challenge of finding a mascot that was more befitting for a Rolls-Royce motor car.

Johnson turned to his good friend, the artist and sculptor Charles Robinson Sykes and commissioned him to create a mascot that 'conveyed the spirit of Rolls-Royce, namely, speed with silence, absence of vibration, the mysterious harnessing of great energy and a beautiful living organism of superb grace...'. Charles Sykes memorably described his creation in this way,

'A graceful little goddess, the Spirit of Ecstasy, who has selected road travel as her supreme delight and alighted on the prow of a Rolls-Royce motor car to revel in the freshness of the air and the musical sound of her fluttering draperies. She is expressing her keen enjoyment, with arms outstretched and her sight fixed on the distance.'

From the outset, the Spirit of Ecstasy was shrouded in rumour, mystery and intrigue. Nobody knows for certain who provided Sykes with the original inspiration for the figurine. And it is here that we meet the most important character in the story; and who many consider to be the most likely contender: Miss Eleanor Velasco Thornton, who was born in Stockwell, London in 1880 to a Spanish mother and an Australian father.

Eleanor was a regular model for Sykes and provided the inspiration for the main character in his illustrated cartoon series, *Alice in Motorland*, which parodied *Alice in Wonderland* and appeared in *The Car Illustrated*. She had also previously posed for Sykes for another mascot: *The Whisper*. This was commissioned as a one-off by John Scott Montagu to adorn his Rolls-Royce Silver Ghost and featured a young woman with her forefinger pressed to her lips. Many believed this gesture alluded to the secret love affair between Eleanor and Montagu.



**The Whisper by Charles Robinson Sykes.**

*The mascot Lord Montagu commissioned for his 1909 Rolls-Royce Silver Ghost.*



**Charles Robinson Sykes.**  
*Sculptor of the Spirit of Ecstasy.*

It was while working as Claude Johnson's Private Secretary at the Automobile Club that Eleanor first caught the eye of Lord Montagu. So much so, that she went on to become his private secretary at *The Car Illustrated*, the weekly magazine he founded and edited, and ultimately his mistress.

By all accounts Eleanor was regarded as 'the brains' behind the business while she worked with Lord Montagu. Yet judging by this description of her by Sykes' daughter Josephine, she was also a very liberated and inspirational woman: 'She hated clothes, she needed to live with people who were free in their ideas. She loved life. She was an amazing woman. She definitely had quite an influence on my father's work.'

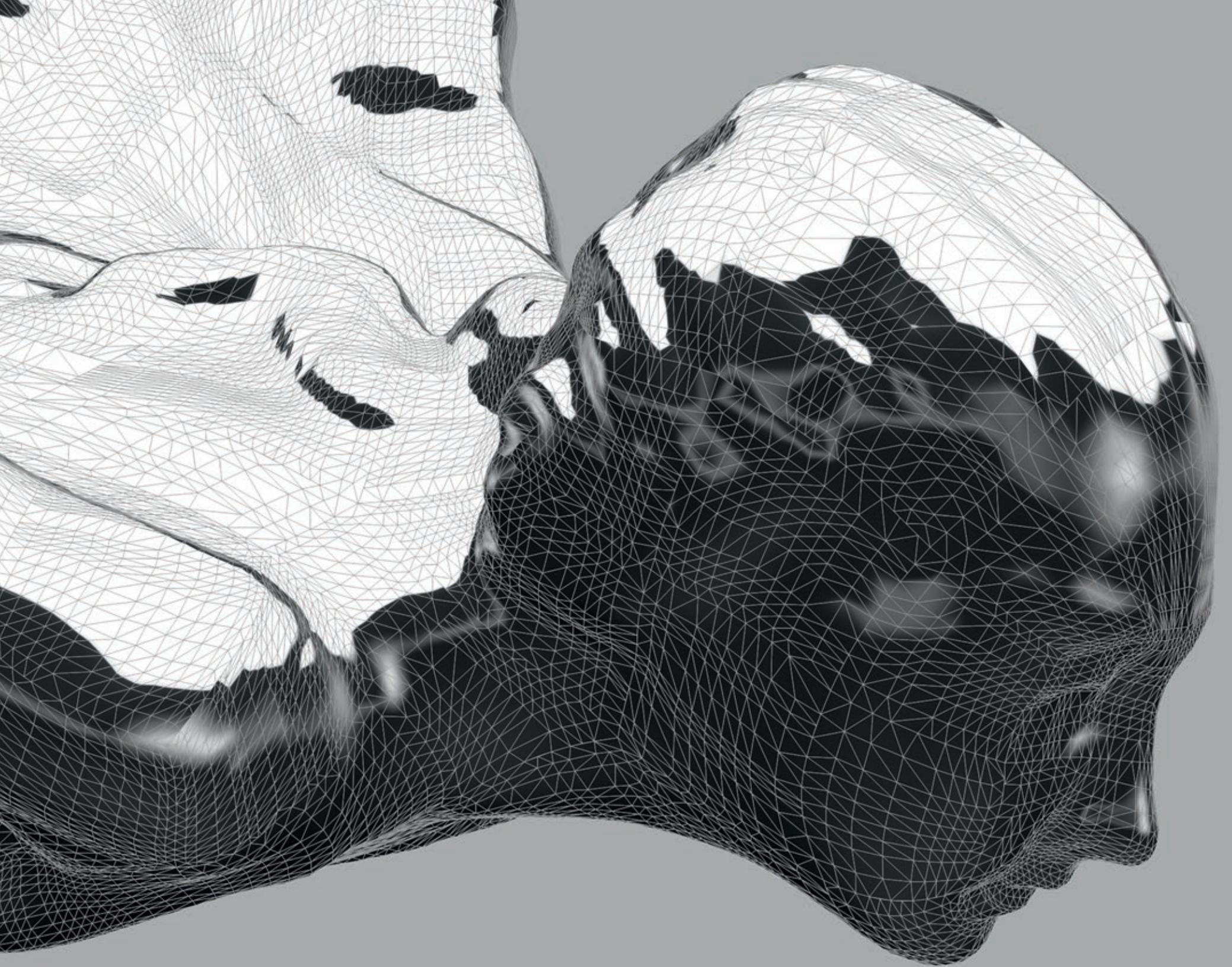
The story of the illicit Edwardian love affair between Lord Montagu and Eleanor was ultimately to end in tragedy. While accompanying him on a voyage to India in 1915, their ship, the *SS Persia* was torpedoed in the Mediterranean Sea and sank. Eleanor lost her life, and her body was never found. Lord Montagu was also presumed drowned, and his obituary was prematurely published in *The Times*. However, he was rescued after spending 36 hours clinging to a lifeboat. How he survived and Eleanor perished was not down to fate; instead to the Gieve waistcoat he was wearing at the time, which included an inflatable life preserver that could be worn as a regular waistcoat when aboard ship.

But was Miss Thornton the original inspiration for the Spirit of Ecstasy? Ultimately no one will ever know. Charles Sykes never spoke publicly about the matter, and his daughter when asked many years later, is reported to have replied, 'It is an interesting story and if it makes you happy, let the myth prevail.'

*'A graceful little goddess,  
the Spirit of Ecstasy,  
who has selected road  
travel as her supreme  
delight and alighted on  
the prow of a Rolls-Royce  
motor car to revel in  
the freshness of the air  
and the musical sound of  
her fluttering draperies.'*

Charles Robinson Sykes, 1911.





## Creating the legend

Each Spirit of Ecstasy is made using the 'lost wax process', a casting technique established by the ancient Egyptian and Chinese civilizations and used in Europe in the sixteenth century by Florentine sculptor and goldsmith Benvenuto Cellini.

It's a painstaking process and every Spirit of Ecstasy still takes at least a week to produce. Charles Sykes and his daughter Josephine continued to cast each statuette personally until 1939. Like any piece of art, he signed each one himself either 'Charles Sykes, February 1911', 'Feb 6, 1911' or 'CS 6.2.11'. And every Spirit of Ecstasy continued to receive this inscription until 1951. To this day, each Spirit of Ecstasy is an original work of art in itself, as every statuette is polished and finished by hand, so no two are alike.

The Spirit of Ecstasy stood at over 17 cm when she was introduced, and over her lifetime has subtly changed shape and size several times. Most notably in 1934 when Charles Sykes was once again commissioned by Rolls-Royce to create a new radiator mascot. This time it was designed to suit the needs of the new sports saloons by providing their drivers with a clearer view of the road ahead. Sykes's solution was a kneeling

version of the Spirit of Ecstasy, which was discontinued in the fifties, to be replaced with a smaller version of the original standing mascot.

In 2003, the myth of whether or not the Spirit of Ecstasy was inspired by Eleanor Thornton became a reality. After many years of constant use, the original mould for the figurine had become worn and a poor representation of Charles Sykes' original vision. So with the introduction of the new Phantom, the decision was taken not just to create a new mould for the Spirit of Ecstasy using the latest digital technologies, but also to pay tribute to Eleanor by basing the face of the new statuette on her image.

An original Spirit of Ecstasy was digitally scanned and the figurine was skilfully re-sculpted using original photographs of Eleanor Thornton. After the new mould was created, the delicate facial features were further enhanced by a sculptor. Closer inspection of the new Spirit of Ecstasy will reveal it resulted in a clearer definition of Eleanor's face and restored this unique icon's beauty and presence, in keeping with the motor cars that she adorns.



**The kneeling Spirit of Ecstasy.**  
*This version was created by Charles Sykes in 1934.*





Prince Rainier III and  
Princess Grace of Monaco.

## Owners

### The great and the good come and go, usually in a Rolls-Royce

Henry Royce's famous philosophy of producing The Best Car in the World and selling it to those who could not only appreciate the genuine article, but were also perfectly willing and able to pay for it certainly proved to be successful.

The list of willing and able Rolls-Royce owners reads like a 'Who's Who' of the twentieth century, and continues to do so in the twenty-first.

With Charles Rolls's aristocratic connections, it was hardly surprising that many of Rolls-Royce Limited's earliest clientele should include the great and good of the land. Indeed, it wasn't long before Rolls-Royce motor cars were being delivered to numerous Royal households around the world.

The long association between the British Royal Family and Rolls-Royce extends back to 1919, when the Prince of Wales, later to be crowned King Edward VIII, took delivery of his first Rolls-Royce: a Barker bodied Limousine.

However, it was firmly established by Her Royal Highness Queen Elizabeth II in 1950, when she was presented with the rarest of all Rolls-Royce motor cars: a Phantom IV. It is still in service today, together with a 1987 Phantom VI and the 1978 Phantom VI, which carried Kate Middleton to Westminster Abbey on her wedding day. Each of the State cars is painted in Royal claret livery, and when carrying The Queen the kneeling Spirit of Ecstasy is replaced with the Royal ceremonial mascot, a solid silver St. George and the Dragon.

The 1956 Rolls-Royce Silver Cloud Landaulet featured in another fairy-tale Royal wedding. This time it was between Prince Rainier III of Monaco and Grace Kelly, and the cream and black car was given to them as a wedding present from the Monégasque people.

Rolls-Royce motor cars have been owned by Hollywood royalty too. Most notably by Greta Garbo, Charlie Chaplin, Cary Grant, Marlene Dietrich, Joan Crawford, Sammy Davis Jr.



Her Royal Highness Queen Elizabeth II and Prince Phillip.

Elizabeth Taylor and Michael Caine. The 'King of Rock and Roll' Elvis Presley was also a proud owner, and bought his first Rolls-Royce, a black 1960 Silver Cloud II, on 3 September 1960. Elvis wasn't the only rock 'n' roll star to own a Rolls-Royce. Three of the Fab Four – John Lennon, Paul McCartney and George Harrison, the Rolling Stone Brian Jones and The Who's drummer, Keith Moon, were all owners.

However aristocratic, wealthy or famous the owner of a Rolls-Royce motor car may be, what distinguishes them from the owners of other cars is the fact that they own what is considered to be The Best Car in the World.

Chassis No. **5 VD 73**

Chassis Type **Phantom V.** Series **D** Order Ref. **P. 1576**

Territory **Weybridge Automobiles Ltd.** County **Surrey**

Retailer **R.S. Mead Ltd. Maidenhead**

Sub-retailer or Trader

Owner **J. W. Lennon. Esq.**

**"Kenswood" St. George's Hill. Weybridge**

Body Style **Enclosed limousine** Coachbuilder **H.M. Park Ward Ltd.**

Colour(s) **Valentines Black.** Body No.

Upholstery **Black leather to front. Black Bedford cord to rear.**

Chassis Delivery Date To Springs LH **UR 3741**

Car Delivery Date **3.6.65** To a Rep of **R.S. Mead Ltd.** RH **UR 3740**

Engine No. **D36 PV.** Lock No. **535.** Date of Issue of Guarantee **10.6.65**

Battery **charged.** Radio No. **E.963209.** Manual No. **P.V.**

**HE. 14/DER. 26.1.65** Model **920.T.**

Chassis No. **5 VD 73** Reg. No. **FJB 111C**

Radio: **920.T.** Date of Test. **30.11.65.**

Dunlop Tubeless Tyres. Triplea Deepflight glass to backlights, quarters, rear door windows & division. Blind to division

Mirrors to both front vent frames. Portable Perdio television set. Cocktail cabinets with 2 decanters & 4 glasses. Writing table with fittings in centre armrest. Wheel discs painted black all over. Electrically operated windows. Folding vanity mirror on o/s quarter. Reading light in rear quarter panel. Hirschmann. serial. Full refrigeration - R.R. Boot.

Black Nylon Reg to rear. Set of 7 suitcases

Special Features

### John Lennon's Rolls-Royce Phantom V.

John Lennon took delivery of his Rolls-Royce Phantom V on 3 June 1965. Records from Rolls-Royce's archives show that the limousine's bodywork – by Mulliner Park Ward – was originally finished in Valentines Black and that Lennon had a portable Perdio television installed as well as a cocktail cabinet with two decanters and four glasses. He also had a writing desk and a refrigerator fitted.

Lennon eventually became bored with the car's colour, so in 1967 he visited J. P. Fallon Ltd., a coachworks company located in Chertsey, Surrey, with the intent of having the car painted in psychedelic colours. After discussing the idea with J. P. Fallon Ltd., they commissioned the artist Steve Weaver to design and paint the car, for which he was paid £290.

The Beatles used the Phantom V throughout their heyday from 1966 to 1969. And in 1970, Lennon and Yoko Ono had the car shipped to the USA where they loaned it to other rock stars including the Rolling Stones, the Moody Blues and Bob Dylan. Lennon and Ono finally relinquished ownership in 1977 when they donated the car to the Cooper-Hewitt Museum in New York City.



*John Lennon with his son Julian and his 1965 Phantom V.*



**Clockwise from top left:**  
Boxer Muhammad Ali, opera singer  
Maria Callas, Lawrence of Arabia and  
actor Omar Sharif.



# The Phantom Family

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Born out of the desire to create  
The Best Car in the World

In the last year of the twentieth century, a team of Rolls-Royce designers and engineers ensconced themselves behind the closed doors of their studio, nicknamed 'The Bank' after the building's former role. There they set about creating the first new Rolls-Royce motor car of the twenty-first century. Led by then Chief Designer Ian Cameron, the small handpicked team drew inspiration from illustrious Rolls-Royce motor cars from the past, but wanted to create something entirely new.

As Ian Cameron explained, 'Our absolute priority was to create a motor car that is clearly a Rolls-Royce even when the radiator grille is not in view. More than this,' he added, 'the new car has to stand apart from all the others.'

And stand apart it did. When Phantom was launched in 2003, it signalled the start of a new era for Rolls-Royce Motor Cars and proudly reclaimed the company's position at the forefront of automotive design and technology.

Having rewritten the luxury car rulebook, Rolls-Royce Motor Cars went on to redefine the class by introducing three more models into the Phantom family, each with their own personality and unique attributes.

In 2012, spurred by the inspiring words of their founder, Rolls-Royce Motor Cars set itself another challenge how can it make The Best Car in the World even better? With Giles Taylor taking on the role of Director of Design, the new Phantom Series II was born. Which is why the Phantom family represents the pinnacle of Rolls-Royce design, engineering and craftsmanship.





## Phantom

### The signature Phantom

The first Phantom that left the Home of Rolls-Royce Motor Cars in Goodwood in 2003 did so to the accompaniment of the company's employees and invited dignitaries banging spanners on anything they could be banged on. It was a tradition that began in 1904 when Sir Henry left the Cooke Street works to the cheers of the workforce as he took the first car he ever produced on its first test drive.

With its commanding presence Phantom was always going to make an unforgettable entrance into the world. Its sheer scale guarantees it will never go unnoticed. However, wherever this motor car goes, it does so with barely a whisper from its powerful 6.75-litre, V12 engine.

Engineered and painstakingly assembled by hand, especially for Phantom, the engine delivers the abundance of effortless power that has always been an essential element of the unique Rolls-Royce driving experience.

This is why every Rolls-Royce motor car features a Power Reserve dial on the fascia, rather than a rev counter. This is to remind the driver of how much power they have at their disposal. In fact, at 70 mph the driver still has over 90 per cent of its engine power available.

For a car that weighs over two and a half tonnes, Phantom responds to the squeeze of the throttle with the muscular power of a performance car. Zero to 62 mph flies by in just 5.9 seconds and, where permitted, Phantom will continue to an electronically governed top speed of 149 mph. Meanwhile

Phantom's highly efficient eight-speed gearbox offers seamless transitions and gives the impression that the car has an infinite first gear.

Even at such high speeds, or on particularly rough roads, Phantom feels as if it is floating on a cushion of air. This is due to its groundbreaking aluminium spaceframe, sophisticated air suspension system and its ideal 50/50 weight distribution.

Rolls-Royce has a word they use to describe the magic carpet-like ride of its motor cars: 'waftability'. This rather quaint epithet was coined over one hundred years ago after a journalist on *The Autocar* magazine described the feeling he experienced riding in a Rolls-Royce Silver Ghost was 'one of being wafted through the landscape'.



#### **Rolls-Royce Phantom I.**

*Introduced in 1925 as a replacement for the Silver Ghost, and remained in production until 1929.*

*'Whenever I see Phantom passing in traffic, it has this very distinguished parting glance.'*

Giles Taylor, Director of Design.

The authority driving position provides an elevated view of the road ahead and a generous one of the seemingly endless bonnet.

'The motor beneath the bonnet might be a silent sewing machine... there is no realisation of driving propulsion: the feeling as the passenger sits either at the front or the back of the vehicle is one of being wafted through the landscape.'  
**The Autocar review of the Silver Ghost, 20 April 1907.**







*At least eleven hides of the finest A-grade bull leather are used to furnish the interior of Phantom, and the leatherwork takes 17 days to complete.*



Now in its second incarnation, Phantom remains the purest expression of Rolls-Royce. Striking new headlamps, state-of-the-art navigation with the latest infotainment and LOGIC7 audio system complement the classic proportions and styling that has attracted so much praise and attention.

Indeed, when the legendary adman David Ogilvy wrote what he himself declared 'the most famous of all automobile ads' at 60 miles an hour the loudest noise in a Rolls-Royce came from the electric clock. Today, at 60 miles an hour the loudest noise in the new Phantom comes from the audio system's thirteen speakers and two bass speakers housed in 16-litre acoustic chambers under the floor. Together, they deliver an unrivalled surround-sound experience.

With the audio system turned off, Phantom's sumptuous interior is as silent as one of the reading rooms in the British Library. Bathed in natural light and swathed in the supplest of leather, the finest book-matched wood veneers and deep tufted carpets, it is an oasis of comfort and calm, and showcases the fine skills of the craftspeople at Rolls-Royce Motor Cars' Goodwood manufacturing plant who created it.

With its low sill height and virtually flat floor, entering and exiting Phantom is equally graceful. The driver and passengers step effortlessly on to, rather than climb into the car. While the rear-hinged coach doors and deep roof pillar add an extra sense of theatre and privacy for those in the rear.

Phantom's elevated authority driving position ensures that the driver has a commanding view of the road, and the stadium seating in the rear guarantees that passengers can enjoy their journey in supreme comfort.



This newspaper advertisement was created by David Ogilvy in 1958, and is considered by many to be the most famous headline in the history of automobile advertising.









## Phantom Extended Wheelbase

# The ultimate Rolls-Royce experience

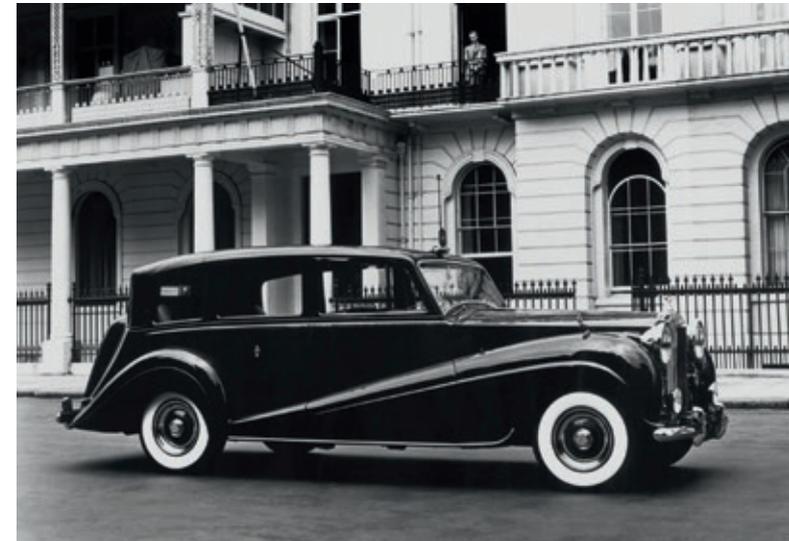
There's one Rolls-Royce model that could rightfully claim the title of 'the ultimate Rolls-Royce motor car'. Produced between 1950-56, Phantom IV was only available for Royalty and Heads of State. And only 18 were ever made.

Today, its rightful heir is Phantom Extended Wheelbase. No longer the sole preserve of monarchs and presidents, its additional length imbues the car with a remarkable presence. While the additional 250 mm of legroom in the rear passenger compartment creates an interior space of palatial proportions and increases the possibilities for Bespoke customisation.

Should the owner require complete privacy in the rear passenger compartment, they can commission a custom-built partition wall to shield them from those in the front. As the extra length also extends to the rear-hinged coach doors, the occupants can enjoy additional privacy and protection when entering or exiting the car.

The ability to create coachworked models that meet the individual needs and desires of its customers has been central to the marque throughout its history. Central to this adaptability of Phantom Extended Wheelbase is the sophisticated aluminium spaceframe, which has been engineered specifically to allow for longer wheelbase models. (Unlike conventional long wheelbase cars, which are usually built by cutting and welding in extra pieces of metal to the bodyshell and frame.)

Phantom Extended Wheelbase retains not only Phantom's powerful looks, but also its outstanding dynamic performance and driving refinement. Ultimately, this is the one Rolls-Royce that one would choose to be driven in.



### **Rolls-Royce Phantom IV.**

*The rarest Rolls-Royce in the world, it was built exclusively for Royalty and Heads of State.*













*Phantom Extended Wheelbase  
presents the ultimate Rolls-Royce  
experience, with an additional  
250 mm of legroom in the rear  
passenger compartment.*



## Phantom Drophead Coupé

# Continuing the tradition of unforgettable open-top motoring

Phantom Drophead Coupé was developed from the widely admired 100EX experimental car, which was produced in 2004 to mark the centenary of Rolls-Royce Motor Cars.

Although it was never intended to go into production, such was the critical and public acclaim for 100EX the decision was taken to launch it as a model in its own right.

Echoing a more romantic age, Phantom Drophead Coupé demonstrates the less formal and more relaxed side of the Phantom family and continues the long tradition of two-door, four-seat Rolls-Royce convertibles.

It's a grand tradition that encompassed open-top versions of Phantom I, Phantom II and Phantom III. And one that was exemplified in Sir Henry Royce's design for 16EX, which he described as being a car with 'a bit of fizz'. This was due to the combination of its lightweight aerodynamic body built by the coachbuilders Barker & Co. and the extra horsepower beneath its bonnet.

Phantom Drophead Coupé could also be described as being a car with 'fizz'. Because while it's powered by the same 6.75-litre V12 engine as Phantom it has a lower centre of gravity and a shorter wheelbase, which give it a more sporting character. So too does its newly sculpted front end and reshaped wings that complement the seamless flow of the brushed steel bonnet and windscreen surround.

In classic Rolls-Royce style, Phantom Drophead Coupé has a dynamic rising profile, with its high waistline tapering back to a contemporary take on a boat-tail and builds on the tradition of waftability – the sense that it has the power to whisk its passengers swiftly to maximum speed in a truly relaxed manner.

### **1928 Rolls-Royce 16EX.**

*Built as an experimental car on a Phantom chassis with the intention of producing a lightweight Phantom sports model.*









**Endeavour.**

*This J-Class racing yacht competed in the 1934 America's Cup and was built for Tommy Sopwith, a friend of Charles Rolls and a fellow pioneer aviator. Now restored to its former glory, its design and materials used in its construction were a source of inspiration for the Rolls-Royce design team.*

Phantom Drophead Coupé's nautical styling was inspired by the America's Cup J-Class racing yachts of the 'thirties and the Italian Riva motor launches of the 'fifties. Indeed, the overall appearance of the car has been designed to give the impression of an elegant motorboat at speed.

The maritime theme continues inside Phantom Drophead Coupé's cabin. Its convivial interior was created to evoke the feeling of being aboard ship. The rear-hinged coach doors allow the driver and passengers to embark and disembark gracefully. While the sisal carpets and teak rear decking, under which the canvas hood is stowed when lowered, are perfectly in keeping with the car's informal and nautical nature.

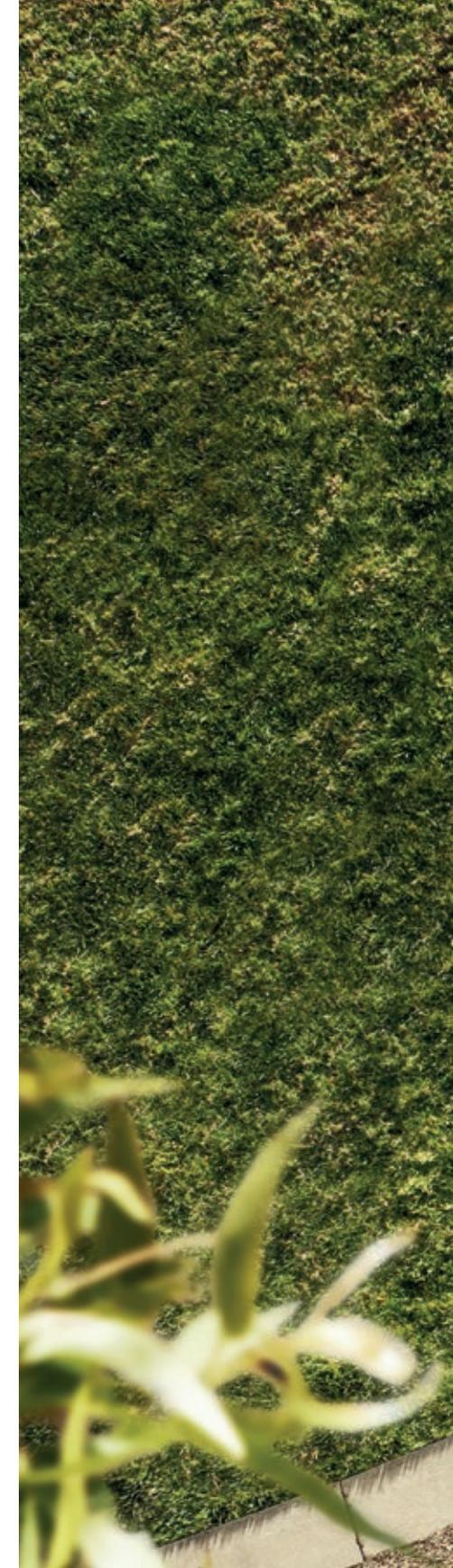
At the car's stern, the picnic boot lid provides a comfortable table seat for two. A drinks cabinet and coolbox, which can be installed beneath the teak decking, means that entertaining at sporting events or social occasions can be as pleasurable as the drive to them.

Reminiscent of the sailcloth used by many of the boat builders nearby to Goodwood, Phantom Drophead Coupé possesses the largest and most refined canvas hood of any modern convertible car. With the press of a button it can be raised to protect its occupants from the elements. Or lowered so they can embrace the pleasures of open-air driving.



**Rolls-Royce 20/25 hp Drophead Coupé by Park Ward.**

*In the early days Rolls-Royce often sold cars as rolling chassis and owners would employ the services of coachbuilders such as Barker & Co., Guerneby Nutting or Park Ward.*









**Picnic Boot.**

*When it's folded down, the Picnic Boot offers an informal seating or serving area.*



## Phantom Coupé

# The sophisticated Grand Tourer

In the 'twenties and 'thirties, continents were crossed by road or rail rather than by air. Despite the advances made by early pioneers, including Charles Rolls, it would be decades before commercial air travel would become commonplace.

In the meantime, early long-distance motorists would think nothing of nipping down to Monte Carlo from London, driving across the Indian subcontinent or taking the scenic route from New York to California. Yet for many people, the journey was far more important than the destination. Particularly for those behind the wheel of a Rolls-Royce motor car, and the Phantom II Continental in particular.

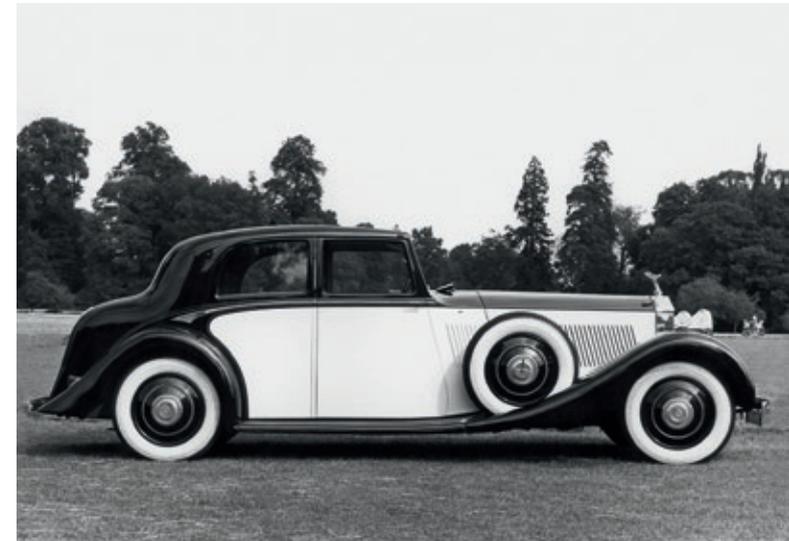
When Rolls-Royce Motor Cars decided to create a modern interpretation of a classic Grand Tourer it was fitting that the design team looked back to the original Phantom II Continental of 1930 for their inspiration.

Fast, agile and beautifully proportioned, Phantom Coupé takes its place as the most driver-orientated member of the Phantom family.

More muscular in its appearance than Phantom, it's a sleek and seductive combination of classic Rolls-Royce proportions, breathtaking detailing and a powerful presence. Its purposeful look is further enhanced by the hand-polished brushed stainless steel bonnet, visible exhausts and 21" wheels.

Even though Phantom Coupé shares the same 6.75-litre V12 engine as all the other members of the Phantom family, it offers a driving experience that is noticeably more dynamic than its siblings. While a specially programmed shift mode allows the driver to tap into the huge reserves of power they have at their disposal. And thanks to its stiffer air springs, a stronger rear anti-roll bar and the increased rigidity of its chassis, it remains beautifully balanced and composed at all times.

Every aspect of Phantom Coupé is designed to enable it to cover great distances with the minimum of fuss, even down to the 100-litre fuel tank that means it can travel up to 390 miles on a single tank of petrol. All of which makes Phantom Coupé a sublime choice for today's transcontinental travellers.



### **Phantom II Continental.**

*This is the car that provided the Rolls-Royce design team with much of their original inspiration for Phantom Coupé.*





*The dashboard is deliberately simple and uncluttered, giving easy access to key controls, which are positioned intuitively in front of the driver.*





