



Goodwood

The Home of Rolls-Royce Motor Cars

'The intention was to create a finely crafted contemporary building that works in harmony with its natural setting. In this way the new manufacturing plant and head office reflect the ethos behind the Rolls-Royce name, where technology and tradition are brought together with exceptional results.'

Sir Nicholas Grimshaw, Architect.

*Nicknamed 'the Glass Mile',
the Goodwood manufacturing
plant features a glass wall that
enables visitors to see the entire
length of the assembly line from
the main courtyard.*





Goodwood

A new home for a new era

When Rolls-Royce Motor Cars was looking for a new home, it couldn't have chosen a more appropriate location than the environs of Goodwood.

Situated in the South Down hills near the south coast of England, Goodwood has a rich pedigree in motor racing. The Goodwood Motor Circuit played host to legendary drivers such as Juan Manuel Fangio, Sir Stirling Moss, Graham Hill and Sir Jackie Stewart. It is also the location of what is regarded as one of the world's most beautiful horse racing courses.

While the sporting tradition of the area fits perfectly with the heritage of Rolls-Royce Motor Cars, it is also home to a wealth of skilled craftspeople, including automotive engineers from the motor racing fraternity and leather workers who have learnt their skills in saddlery. The thriving nautical industry just a few miles away on the coast also enabled Rolls-Royce to employ the services of the best boat builders and sail makers to name but a few skills.

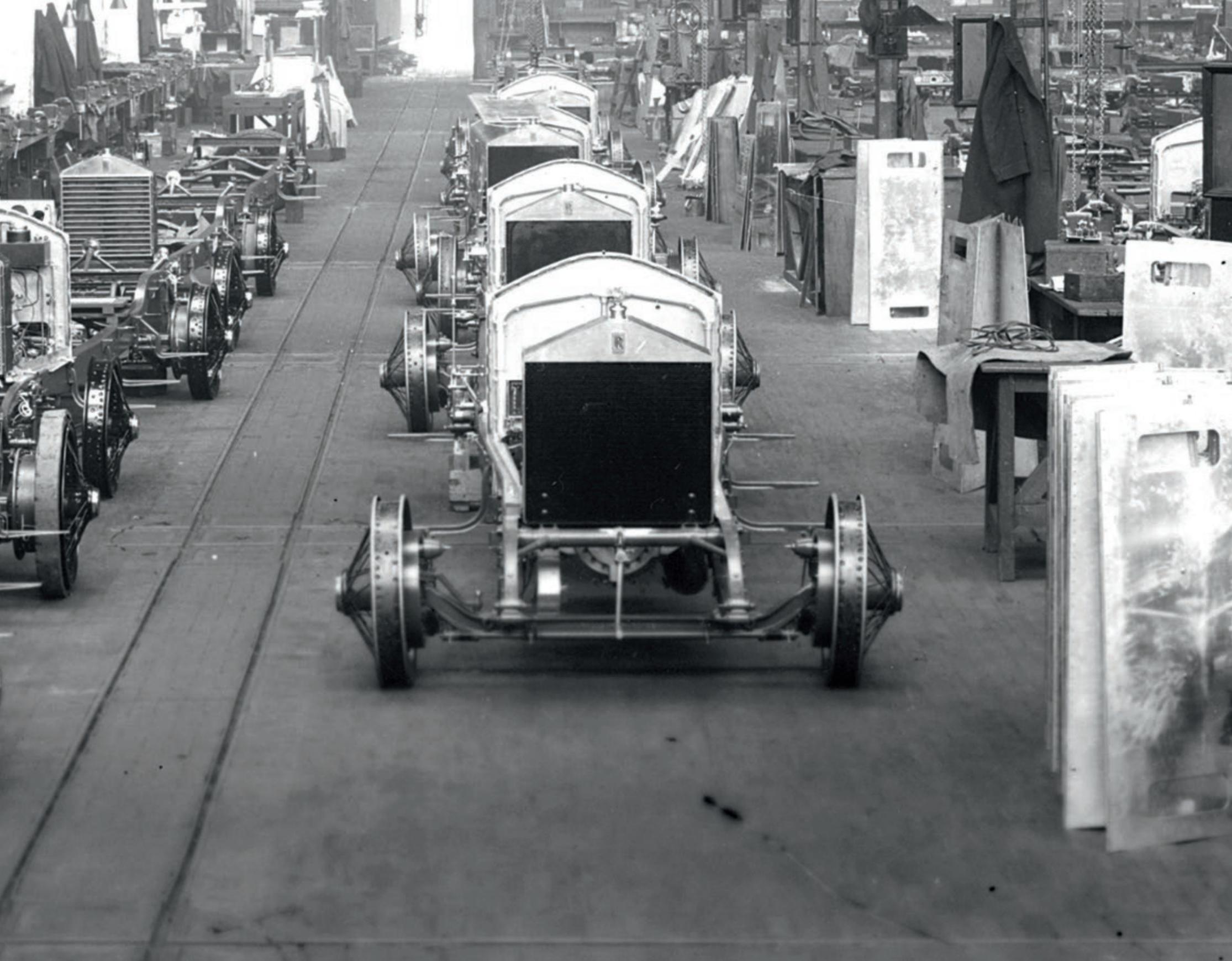
Once the site was chosen, the next task was to find an architect who could create a contemporary building that would inspire those who work within it, and work in harmony within the natural beauty of its setting.

The commission was awarded to Sir Nicholas Grimshaw, one of Britain's most respected and innovative architects, who famously designed the Eden Project in Cornwall.

On 17 May 2003, the manufacturing plant and head office was officially opened, and Goodwood became the sixth site for the marque in its long and industrious history.



The first cars were built in Royce's Cooke Street factory in Manchester but following the success of the Silver Ghost, the company moved to the custom-built factory, designed by Royce, in Nightingale Road, Derby.







Situated in the heart of the West Sussex countryside, the Goodwood manufacturing plant has been designed to blend into the environment.



You could easily take a stroll along the South Downs or drive through the tranquil village of Westhampnett without noticing there was a fully functioning manufacturing plant in your vicinity.

The low-rise building sits partially below ground level, and follows the geographical contours of the landscape. To further minimise the facility's visual impact natural stone and cedar wood cladding is used extensively.

It features one of the largest living roofs in Europe, which is covered with more than 400,000 plants that change colour with the seasons and help the building fit seamlessly with the surrounding countryside. A further 4,000 plants, trees and shrubs were planted to further screen the buildings from view.

The manufacturing plant includes the 'Glass Mile', a window that runs the entire length of the building that affords visitors a glimpse of the cars being carefully crafted within.

The large expanse of glass isn't just aesthetically pleasing. It also allows the workshops to be filled with natural light, and creates the perfect environment for the craftspeople inside to hone their skills and transform the finest natural materials into the best cars in the world.

'An aristocratic lady once asked Sir Henry, 'What would happen if the factory at Derby produced a bad car?' Sir Henry answered, 'Madam. The man on the gate would not let it out of the works.'



In 1921 Rolls-Royce Motor Cars opened its first factory in the United States in Springfield, Massachusetts. A total of 2,944 cars were built before the factory closed in 1931, a victim of the depression that followed the Wall Street Crash.



As part of the war effort, a new factory was built at Crewe in 1938 in a bid to increase the production of the Merlin engine. After the war, the motor division was transferred from Derby.



Assembly

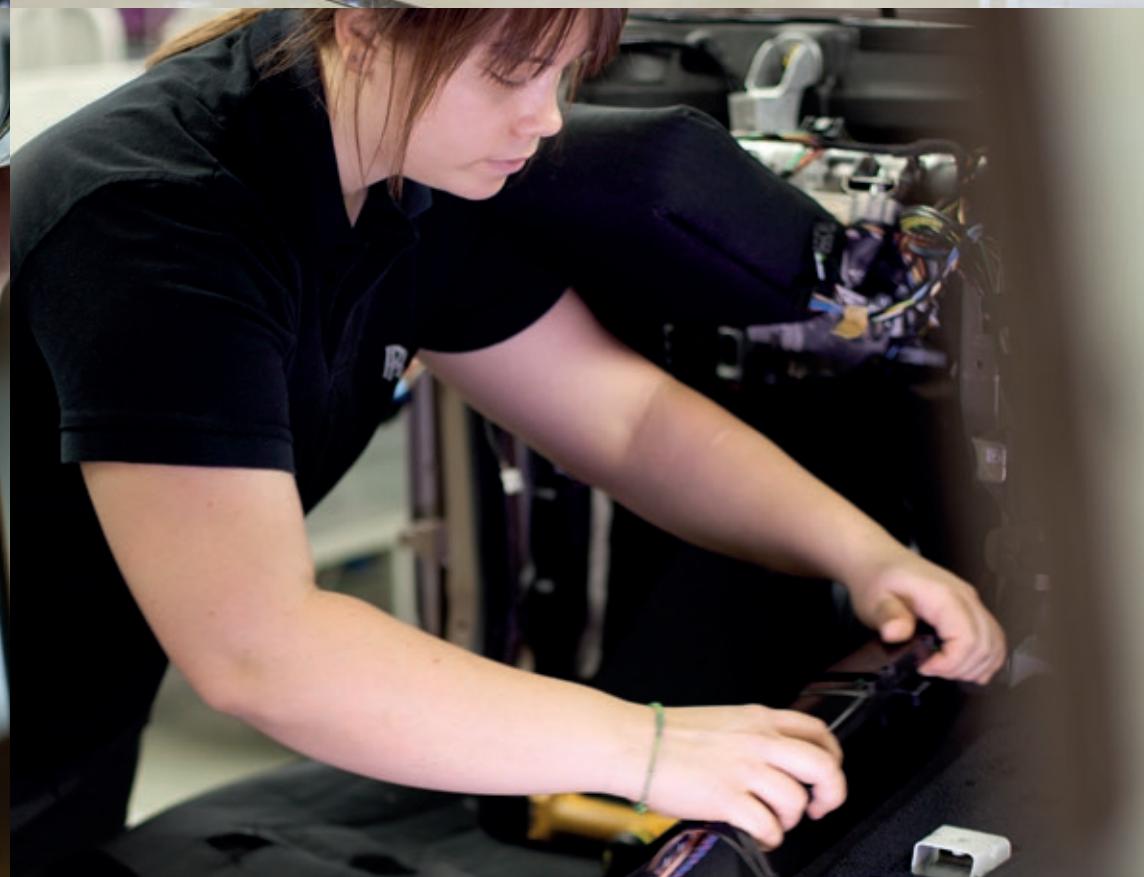
Sixty pairs of hands

Each Rolls-Royce motor car passes through at least 60 pairs of hands before it's handed over to its new owner. These belong to the skilled craftspeople and technicians at Goodwood.

In the paint shop, it takes seven days and five coats of paint and high-gloss clear lacquer to create the flawless mirror-like finish that owners expect and for which Rolls-Royce motor cars are famed. Only after the bodyshell has been meticulously polished by hand for over five hours is it allowed to rejoin the state-of-the-art assembly line.

Meanwhile, the wood craftspeople will have spent up to a month shaping, sanding, lacquering and hand-polishing up to 18 separate wood parts that will furnish the interior of the car. Inside the leather workshop, the upholstery for the interior gradually takes shape. The leather workers use an old-fashioned tool called a fishbone, made out of bone, to work and fashion the leather by hand. Up to 236 individual pieces of leather are cut and fitted inside a Wraith and each leather component is personally signed by the craftsman that hand-stitched and fitted it to the car.









Woodwork

Beautiful wood is integral to Rolls-Royce motor cars. To furnish the interiors, only the finest veneers are sourced and selected from around the world. The veneers are then shipped to Goodwood, and are stored in a specially humidified room, where they absorb moisture which makes them supple enough to work without cracking. To ensure consistency of grain, colour and patina, the veneer for each car is cut from consecutive slices of the same tree. Once the pieces of veneer are selected, they are pieced together by skilled craftspeople, many of whom worked as boat builders before they came to Goodwood. They employ many of the techniques they would have used in making luxury yachts including crossbanding, which involves contrasting veneers, and inlaid boxwood beading.

In Wraith, you can choose to have the interior clad in Canadel Panelling. Tactile, with a light satin finish it retains the material's natural texture, evoking the interior ambience of a super-luxury yacht. Shown here in Mimosa Negra.

Only wood from the same tree is used. Not only does this ensure a consistent colouration, it will also acquire the same patina over time. Shown here in Black Stained Ash.





Leather

Even the slightest imperfection has no place in a Rolls-Royce. That's why only A-grade bull leather, which has no unsightly scars or stretch marks, is used. Each hide is then inspected for flaws by one of the finest optical instruments available; the human eye. To ensure consistency of colour each hide comes from the same batch. Hides are then drum-dyed, rather than painted, so that the colour permeates right through the leather. This process also imparts a natural suppleness to the leather and means it will neither crack with age nor squeak, which adds to the calm ambience of the car's interior.

In Wraith the finest natural grain leather is used. Shown here in Consort Red.

It takes up to two weeks to upholster a Rolls-Royce. Wraith requires up to 236 separate pieces of leather, each of which is painstakingly matched for colour and grain. Shown here is the Seashell with Navy monogram.



RR



Paint

Anybody who looks closely at the paintwork on a Rolls-Royce will see a perfect reflection of themselves staring back. This isn't just due to the five layers of primer, paint and high-gloss clear coat that are applied to each car. Or the fact that Rolls-Royce uses a high-tech paint called Xirallic®, which contains additional particles that produce a more vibrant sparkle than conventional metallic paints. It's the result of the many hours of hand-polishing and sanding between each of the coats that create a finish of endless depth and a flawless, mirror-like sheen. In Wraith you have even more opportunity to personalise the car to your taste, with exclusive two-tone paint combinations which add even more definition to the compelling design.

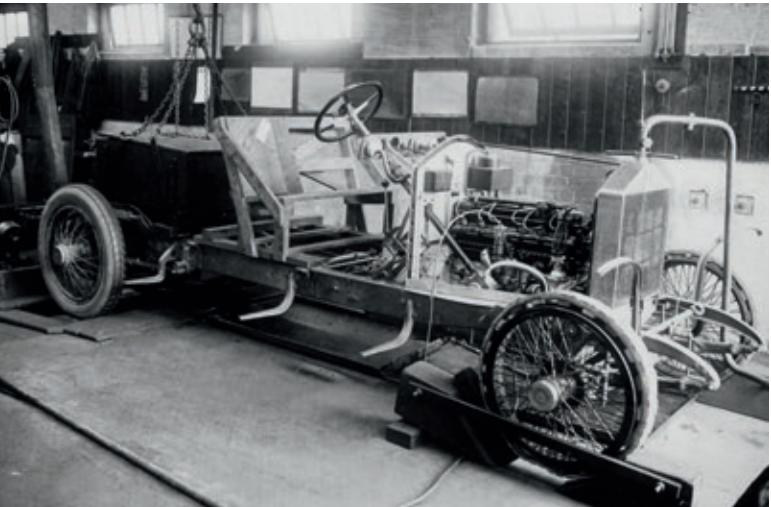
Xirallic® Paint.

This special paint contains special particles that emit a more vibrant, complex sparkle than conventional metallic paints.









A 1923 20 hp in the Test House at Derby.



The Derby factory had its own test track nicknamed 'mini Brooklands' after the world's first purpose-build motor racing circuit.

One of the most emotive moments on the assembly line occurs in the 'marriage section' where the bodyshell and drivetrain are united, and many owners-to-be choose to witness the occasion.

Once assembled, every single Rolls-Royce motor car that leaves Goodwood is put through a series of exacting tests.

The first is the four-minute shake rig test. This recreates challenging road conditions in a completely soundproofed chamber, and allows a technician inside the car to detect even the smallest amount of noise that would otherwise detract from the whisper-quiet interiors that are unique to Rolls-Royce motor cars.

A 'monsoon' test simulates intense rainfall, and the car is deluged over 20 minutes with 5,000 litres of water, which is then recycled. Once dry, the car goes through three and a half hours of painstaking function tests, followed by a thorough road test on the roads surrounding Goodwood to make sure that the car is of exceptional quality.

A final four-hour round of inspections follow. Once these are complete, the finishing touches are added to the car: the concealed umbrellas are inserted and the interlinked 'RR' logo is fixed to the radiator grille.

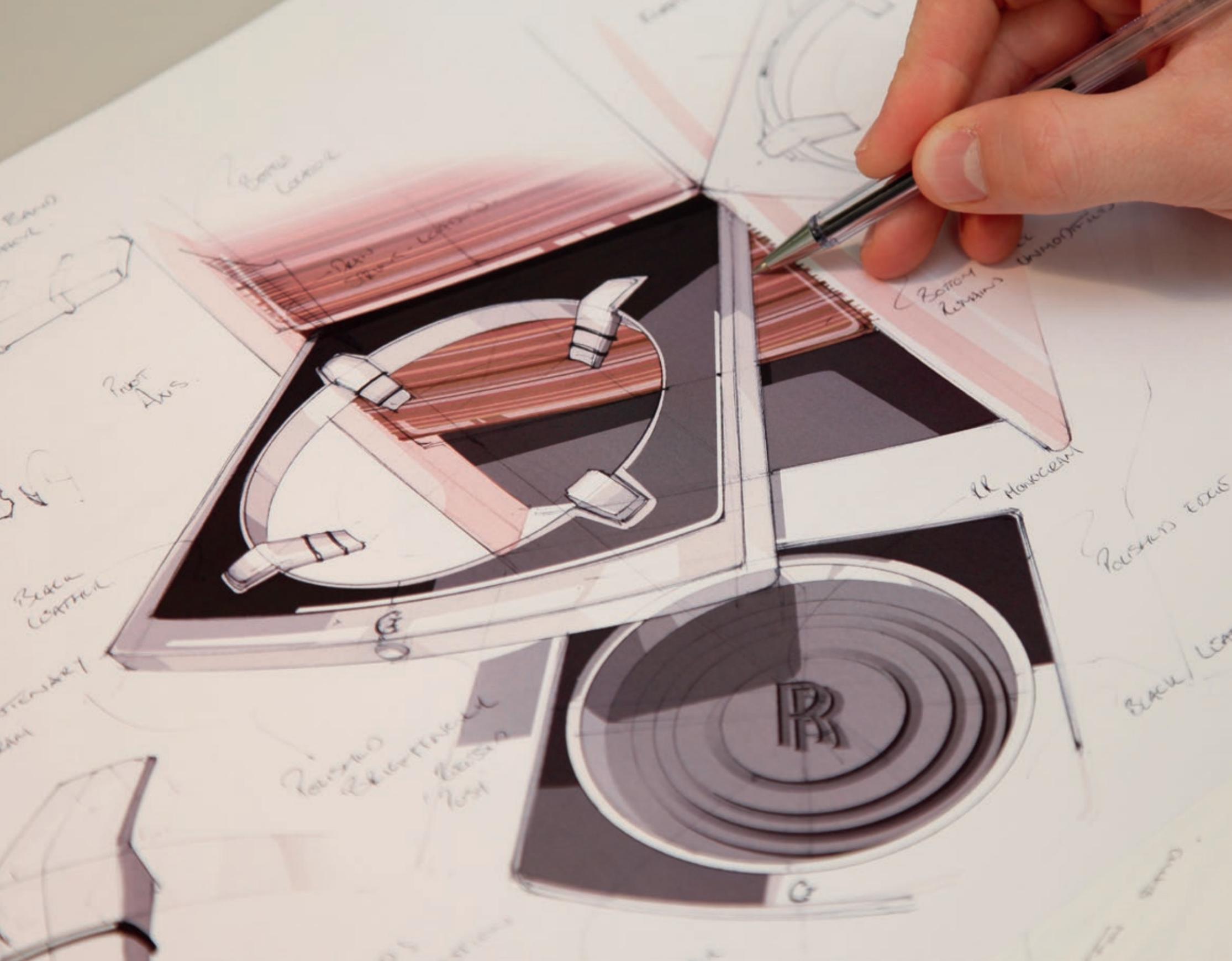
Each car is then given a further five hours of hand-polishing before it is handed over to its new owner.

'Accept nothing nearly right or good enough.'

Sir Henry Royce







Bespoke

Making dreams a reality

A new Rolls-Royce is not simply bought. It is commissioned. And as every car that leaves Goodwood is hand-built to order, many customers choose to request a few personal touches or embellishments to create a car that is truly unique to them.

Naturally, Rolls-Royce is only too happy to oblige, and no request is considered too extravagant or elaborate. As long as the integrity of the car and the brand is not compromised, the Bespoke Team at Goodwood will do their utmost to grant a customer's wishes.

It's a tradition that began in the early days of Rolls-Royce. Indeed Claude Johnson was possibly one of the first customers to commission a Bespoke Rolls-Royce when he ordered his 40/50 hp, painted silver with silver-plated fittings.

Today, customers can choose from a palette of 44,000 hues for their exterior colour scheme. However, some decide not to, in which case the Bespoke Team can create a unique colour that can be named after the customer. They have even been known to match a customer's favourite shade of lipstick or the deep red translucence of a toffee apple's candy coating.

Once a customer has specified an exterior colour, they can then choose to add the ultimate finishing touch: a pair of five-metre long single or double coachlines. Again in any colour they desire. Each one takes a skilled craftsman three hours to paint using a special brush made from ox and squirrel hair. Coachlines can also be applied to the self-righting wheel centre caps, which can also be painted to match the body colour.



At the start of the Bespoke process, a designer will work with the customer to help shape and develop their ideas.

'Commissioning a Rolls-Royce is one of life's unforgettable moments.'

Giles Taylor, Director of Design









Phantom Coupé Aviator Collection.

This collection of 35 cars was designed to showcase the skills of the Rolls-Royce Bespoke Team, and to celebrate the life and achievements of company founder and pioneer aviator Charles Rolls. It also reflects the company's aviation heritage, and many of its Bespoke elements were inspired by the Schneider Trophy-winning Supermarine S6B.

The exterior features a striking combination of matt and polished paintwork, while the aviation theme is continued inside with a customised aviation-grade Thommen clock and matching dials featuring black and white needles with blood orange tips.

The finishing touch includes a quote from Charles Rolls himself embossed in black saddle leather in the glove box lid, 'The power of flight is as a fresh gift from the Creator, the greatest treasure yet given to man.'





Originally featured on the first Rolls-Royce motor car, the 10 hp, the Pantheon grille displays a confident sense of presence and occasion, whilst also providing a home for the iconic Spirit of Ecstasy.



Design and engineering

Rolls-Royce DNA

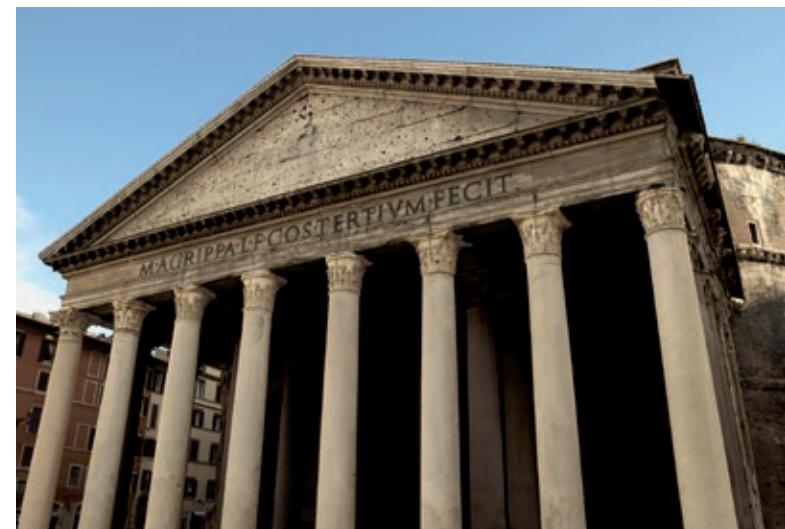
Throughout the long lineage of Rolls-Royce motor cars, several defining features and design principles have become part of the marque's DNA. Quintessential to every car is the triumvirate of the radiator grille, the interlinked 'RR' logo and the iconic Spirit of Ecstasy.

Early grilles were the handiwork of skilled craftsmen who would spend an entire day making each one. Today the grilles are still handmade by Italian artisans and are pressed from a single piece of stainless steel. The bold grille on Phantom and Phantom Extended Wheelbase is based on a more traditional interpretation of the 'Pantheon' shape. On Phantom Coupé and Phantom Drophead Coupé it is slightly smaller and angled back to give the cars a more gentle profile. Ghost and Ghost Extended Wheelbase feature an evolution of the iconic grille, as Director of Design Giles Taylor explains, 'We wanted it to be less reminiscent of the traditional 'Pantheon' style and more like a jet intake.' The design has evolved even further with Wraith. The grille is recessed by 45 mm compared with Ghost which gives even greater expression to the car's dynamic promise.

Even when the grille is not in view, there are other design elements that immediately mark out a Rolls-Royce as being a Rolls-Royce: the 2:1 ratio of the height of the wheels to the

height of the body; the long wheelbase and bonnet; the short overhang at the front and the long overhang at the rear. The long and graceful 'waftability' line is another design cue that is unique to Rolls-Royce. Running along the rear sill to the front of the car it gives the impression the car is moving even when it is at rest.

Notable signature features include the rear-hinged coach doors, which together with the virtually flat floor and large door openings allow graceful entry and exit. And the self-righting wheel hub centres that ensure the interlinked 'RR' logo remains upright at all times. Inside every car the authority driving position provides an elevated view of the road ahead and a perfect view of the seemingly endless bonnet. The dashboard is deliberately simple and uncluttered, which gives effortless access to the key controls, which are positioned intuitively in front of the driver. The classic Rolls-Royce controls include organ stops, violin keys, eyeball vents and elegant dials. They provide an aesthetically pleasing alternative to digital read outs and buttons.



The Pantheon.

The 'Pantheon' grille refers to the portico of the classical Roman temple, commissioned by Marcus Agrippa in 31 BC and rebuilt by Emperor Hadrian in 126 AD.

Silver Cloud I

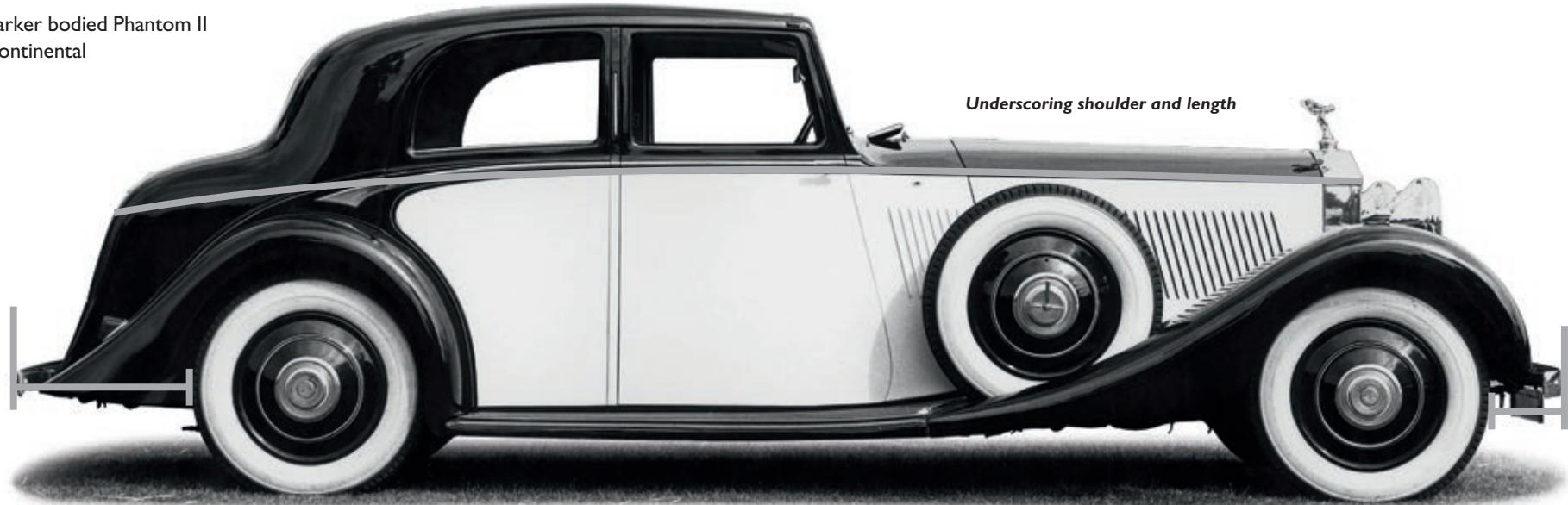


Upright features

Vertical motifs



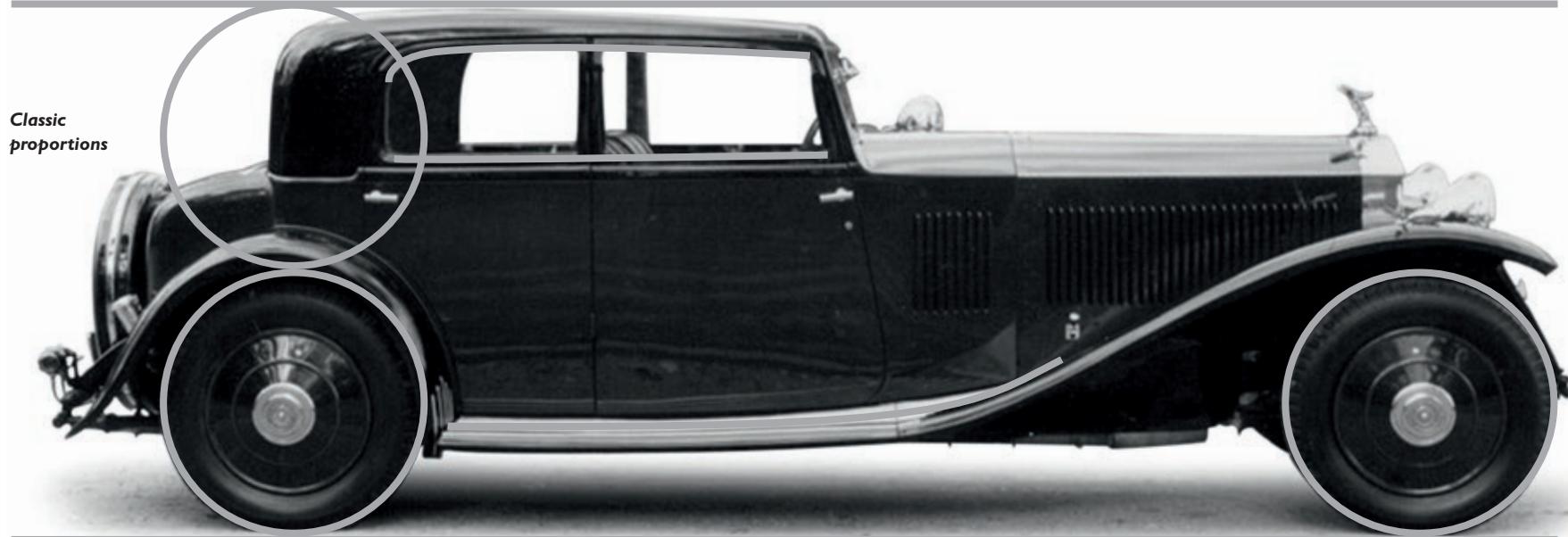
Barker bodied Phantom II
Continental



Long rear overhang

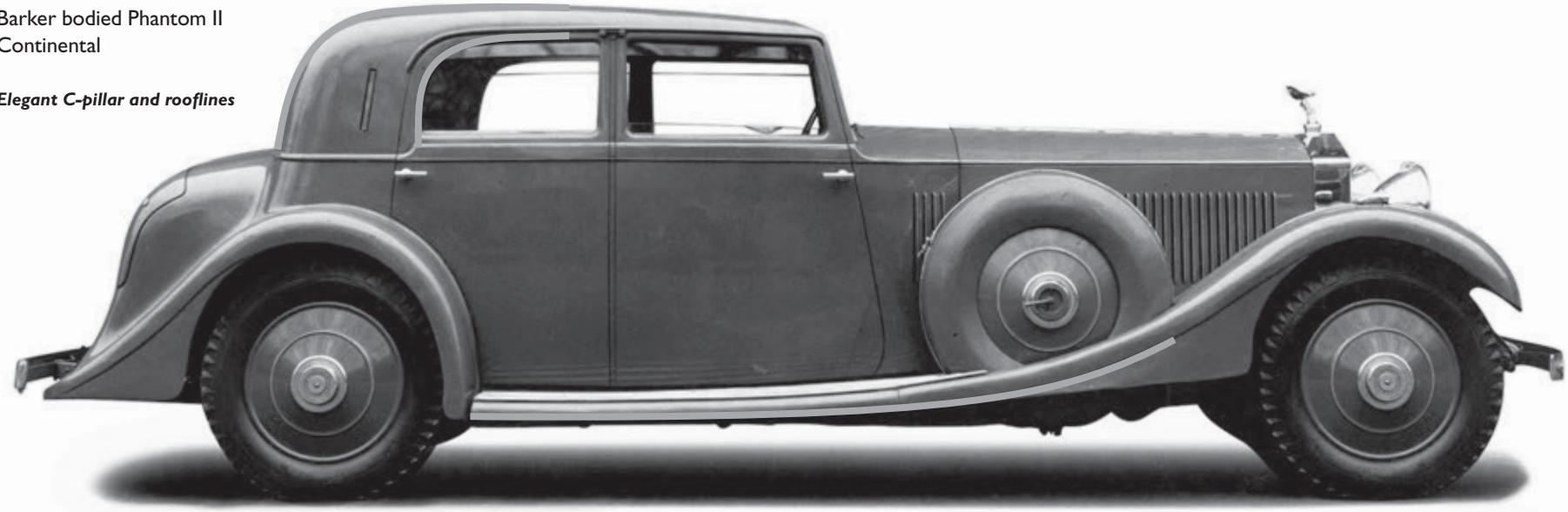
Short front overhang

Barker bodied Phantom II Continental



Barker bodied Phantom II
Continental

Elegant C-pillar and rooflines



Waftability line

Wraith



Upright features



Vertical motifs



Underscoring shoulder and length

Short front overhang

Long rear overhang

Design proportions



C-pillar and rooflines



Waftability line



Self-righting wheel hub centres.

They ensure that the interlinked 'RR' logo remains upright at all times.



The traditional Pantheon grille design has further evolved with Wraith. A more functionally derived air intake, similar to that of a jet turbine, gives greater expression to the car's dynamic promise.

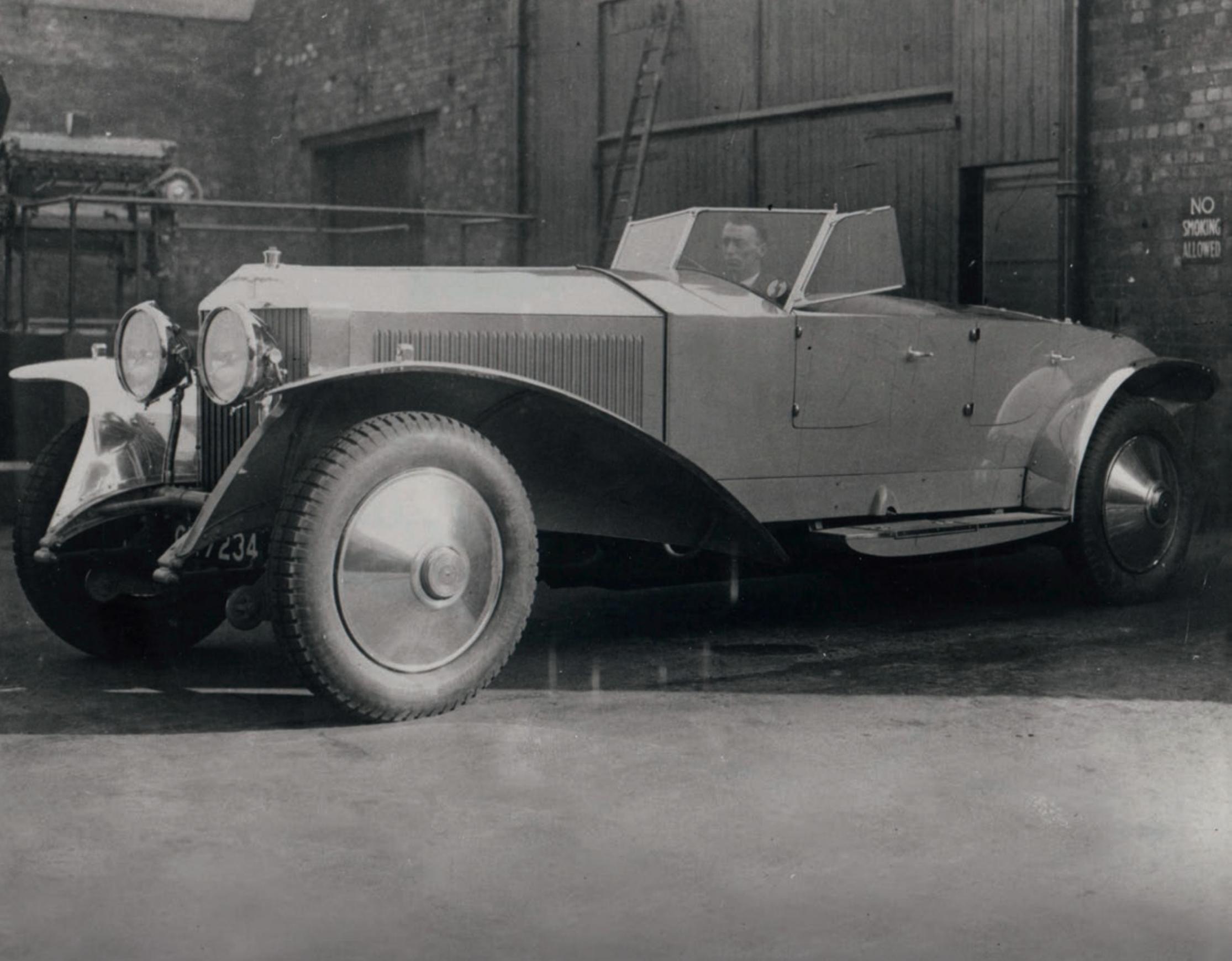
Touches like the chrome bullet tips to the recessed piping on the seat panel enhance the sense of a vehicle tailored for performance.



Experimental Cars

An exploration of what might be

Experimental cars are not concept cars. They are fully functioning vehicles in their own right. And throughout its history, Rolls-Royce has used experimental cars as rolling test-beds to develop and refine new ideas and engineering solutions that one day may be incorporated in future Rolls-Royce production cars. It's one of the reasons why today, Rolls-Royce remains at the forefront of automotive design and technology.



NO
SMOKING
ALLOWED

Experimental Cars

Building the cars of tomorrow, today

It was Sir Henry Royce's passion for finding new and improved methods, materials and technologies that led him to develop his first experimental car, the 1EX. Produced in 1919, and based on a Silver Ghost chassis, it was the first of many Rolls-Royce experimental cars that spanned almost 40 years, and ended in 1958 with 45EX.

During that period, many notable experimental cars were made. These include 15EX, 16EX and 17EX, all of which were based on the Phantom chassis. In 1927 these were each given to the coachbuilders Hooper, Barker & Co. and Jarvis, in a quest to produce a lightweight Phantom sports model.

In 2004, to celebrate the company's centenary, Rolls-Royce Motor Cars engineered a new experimental car.

True to the principles of the twentieth century EX cars, 100EX was designed and produced as an exploration of how a new Rolls-Royce might approach open-top motoring in the twenty-first century.

The successes of 100EX and its subsequent production model, Phantom Drophead Coupé, inspired Rolls-Royce to create 101EX. This new experimental model was a modern interpretation of a classic Grand Touring Coupé, and many of

the innovations developed during the project were included in its production iteration, Phantom Coupé.

Through 200EX, the experimental forerunner of Ghost, Rolls-Royce set out to explore the possibilities of creating an entirely new kind of Rolls-Royce motor car; one that would be smaller and more dynamic than Phantom, yet still recognisable as a modern expression of the marque.

Not all experimental cars, however, become production models. With 102EX, the world's first battery electric vehicle in the ultra-luxury segment, Rolls-Royce set out to evaluate whether electric motoring could deliver a true Rolls-Royce experience. Throughout a year-long world tour, the opinions of owners, enthusiasts and the media were elicited, providing Rolls-Royce with valuable feedback on which alternative drive trains may be suitable to power Rolls-Royce motor cars in the future.

As Director of Design Giles Taylor says, 'Experimental cars are about exploring what is possible, rather than what is feasible at a particular point in time.' That's why Rolls-Royce will continue to develop and test new ideas and engineering solutions with future EX cars.



16EX.

One of three experimental cars built in a quest to produce a lightweight Phantom sports model.

100EX



With 100EX, Rolls-Royce Motor Cars explored how it would approach open-top motoring in the twenty-first century. From the start, the design team wanted to create a car that would be a shared experience, rather than something that was focused solely on the driver.

They also wanted a car where the elements are embraced, instead of being shut out. The decision to fit a tailored soft top instead of a conventional hard roof was taken for two reasons. First, it took up less space when stowed. Secondly, when raised, as the former Chief Designer Ian Cameron explained, 'There is nothing more romantic than the sound of raindrops on a soft top at night.'

Beneath the bonnet – milled from a single aluminium block and brushed to a high sheen – sat a truly experimental engine: a one-off 9-litre V16 64-valve direct-injection engine that was developed to evaluate how Rolls-Royce could take performance to a new level.

True to the ethos of Rolls-Royce experimental cars, the lessons learned during the project were applied directly to Phantom Drophead Coupé.



'The design suggests tremendous, effortless power.'

Torsten Müller-Ötvös, CEO



101EX

101EX was originally created to explore new design directions which were inspired directly by the Phantom II Continental from the 'thirties. It was also a response to interest expressed by potential and current Rolls-Royce owners for a contemporary coupé motor car.

By mixing the flamboyance of yesterday with the technology of tomorrow Rolls-Royce designers and engineers produced a motor car that displayed the perfect blend of past expertise and future possibilities.

Most of the innovative design and technological features showcased on 101EX were incorporated directly into Phantom Coupé. Once again, this reinforces the difference between Rolls-Royce EX cars and other manufacturers' 'concept cars' whose ambitious designs can almost never be translated into a production model.





102EX

102EX represented one of the most far-reaching initiatives undertaken by Rolls-Royce Motor Cars in recent years. While it was the world's first battery powered electric vehicle in the ultra-luxury segment, this wasn't the first time the company and its founders in particular had experimented with electric-powered vehicles.

Before he turned his hand to manufacturing motor cars, Henry Royce was an accomplished electrical engineer. One of his earliest clients was Pritchett and Gold, who developed a two-seater electric car, which was powered by a Henry Royce electric motor.

Charles Rolls also toyed with electric motoring in the years before he met Royce, having negotiated the rights to sell an Electric Brougham through his dealership in Conduit Street, London. Indeed, he is on record discussing the merits and his concerns about electric drive trains over one hundred years ago: 'They are perfectly noiseless and clean. There is no smell or vibration and they should become very useful for town use when fixed charging stations can be arranged. But for country use I do not anticipate they will be very serviceable – at least not for many years to come.' Consequently he turned his attention to selling petrol-powered cars.

With the absence of many overt design changes, the designers were challenged with creating a special paint finish, which would distinguish 102EX from a standard Phantom. Not an easy task when the Bespoke paint options on Phantom run to over 44,000 colours. After extensive research they created 'Atlantic Chrome,' a highly reflective paint that uses ceramic nano particles that are 1,000 times smaller than normal metallic paint particles. The striking paint finish has the appearance of liquid metal, and took 16 coats of paint to achieve.



The Spirit of Ecstasy was sculpted from a translucent polymer and uplifted with blue LED light – hinting at the electric technology beneath the bonnet.



Main

The Atlantic Chrome finished dashboard dials echo the exterior colour, while the analogue displays maintain the timeless architecture of every Phantom interior.

Top right

The standard fuel filler cap is replaced by a five-pin plug socket, which sits under a clear window. The tricolour LEDs represent the car's charging status.

Bottom right

The interior is upholstered with an experimental vegetable-tanned leather that brings out more of the natural characteristics of the original animal hides and creates less waste.



200EX



The brief for 200EX was to 'create a modern, lithe and dynamic Rolls-Royce that bore all the hallmarks of the great cars that had gone before it: effortless performance, unparalleled refinement, exquisite quality and confident design'.

The result: a car that was noticeably less formal than previous Rolls-Royce models with a presence that makes it even more appropriate to a wider range of occasions. As Director of Design, Giles Taylor states: '200EX was designed to express a little more bravado than some might expect from Rolls-Royce Motor Cars. Key aspects like the elevated prow, long bonnet, short front overhang, sharply raked A-pillar and elegant tail gave the car more than a little panache. Its presence was at once powerful, yet unobtrusive.'

A contemporary evocation of ageless Rolls-Royce elegance, 200EX broke with some areas of tradition, yet it retained the core values that make the marque unique. More importantly, it allowed Rolls-Royce to experiment with many of the designs and features that ultimately led to Ghost.

'An exposition of the future.'

Giles Taylor, Director of Design







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www.rolls-roycemotorcars.com/wraith

1970

1971

February 1971: Rolls-Royce Limited goes into receivership and is divided into separate aero and motor car companies. The legal rights to the name Rolls-Royce remain with what becomes the state-owned aero-engine manufacturer.

Subsequently privatised in 1987.

1973

May 1973: Rolls-Royce Motors (still incorporating Bentley Motors) is formed.

1977

Silver Shadow II.
Corniche II.

1980

Rolls-Royce Motor Cars merges with defence manufacturer Vickers.
Silver Spirit.
Long wheel base Silver Spur.

1982

Silver Cloud III:
twin headlights.

1980

1990

1993
Silver Spirit II.

1995

Corniche S.
Silver Dawn.

1998

BMW acquires the rights to the name Rolls-Royce for automotive business from its aero engine partner Rolls-Royce plc. Immediate start of 'Project Rolls-Royce': establish a new company, find a new location, build a new manufacturing plant and head office, recruit a new team, design a new motor car.

2004

Centenary of Rolls-Royce.

2008

Phantom
Coupé.

2006

Phantom Extended
Wheelbase.

2002

June 2002: First pre-production Phantoms hand made at the new manufacturing plant, still largely under construction.

1990

Corniche III.
Silver Spur II.
Mulliner Spur.

1994

Silver Spur III.

1998

Silver Seraph:
BMW V12 engine.

2001

August 2001: Ground breaking for new home at Goodwood, West Sussex.

2006

101EX.

2007

Phantom Drophead
Coupé.

1992

Corniche IV.
Touring Limousine.

1996

Park Ward Limousine.

2000

2003

1 January 2003: New company 'Rolls-Royce Motor Cars Limited' established, as a member of the BMW Group (with the separation of the brands Rolls-Royce and Bentley after 71 years).

2009

200EX.
Ghost.

2011

102EX.

2012

Phantom Series II.

2010



2011

Centenary of Rolls-Royce
Spirit of Ecstasy.

2020

2013

Wraith.

2011

Ghost Extended
Wheelbase.



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