



Rolls-Royce Motor Cars
Wraith



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.
The 10 hp.

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,
Massachusetts, USA.

1929

Phantom II: 20/25 hp.

1938

Wraith, last model
made in Derby.

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

Wraith

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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

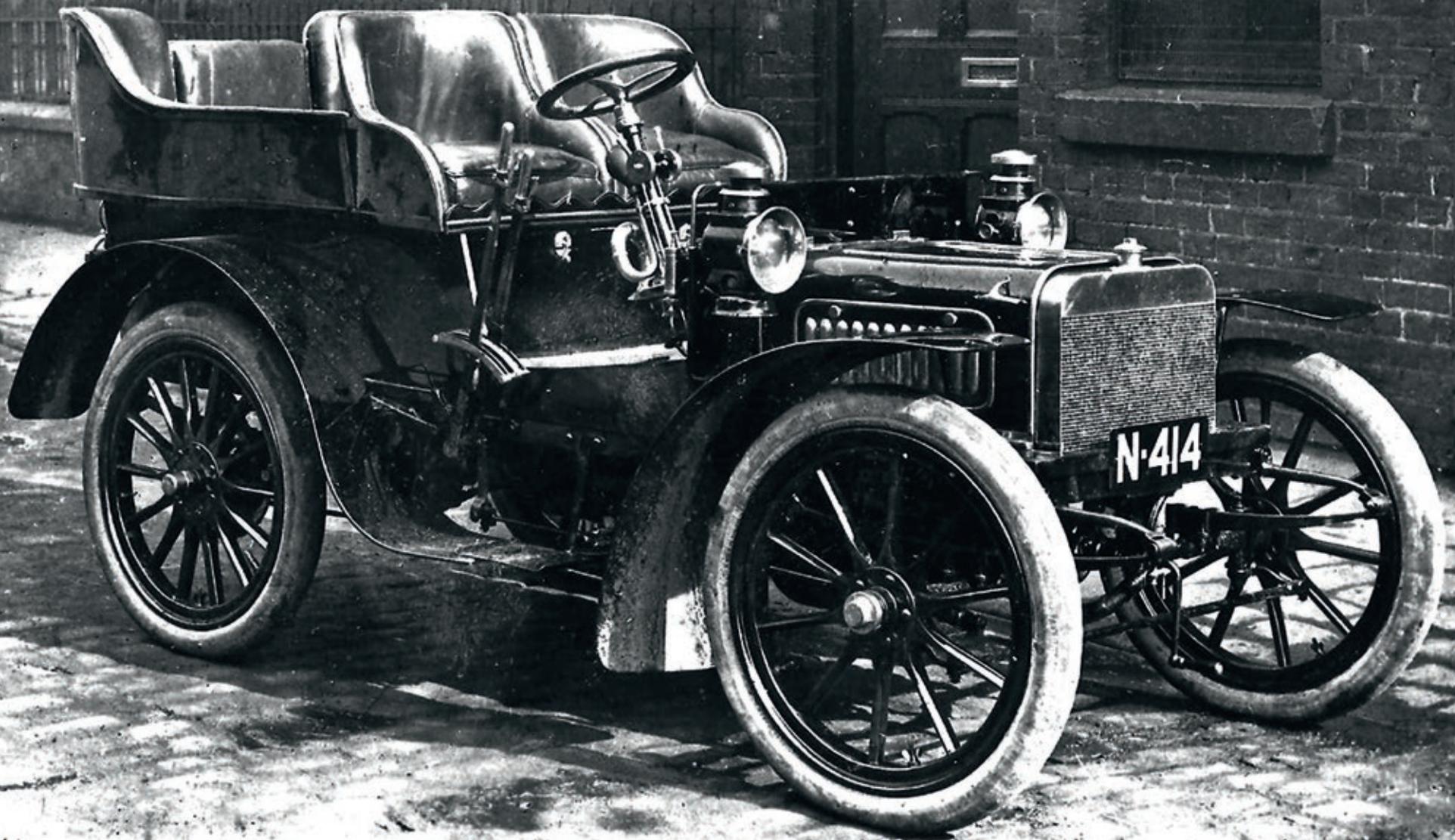
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Rolls-Royce Enthusiasts Club
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*The Royce 10 hp.
The first motor car produced by
Henry Royce in 1904. It had an
1,800 cc engine with a top speed
of 39 mph and cost £138.*



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

G-1705

R-1706



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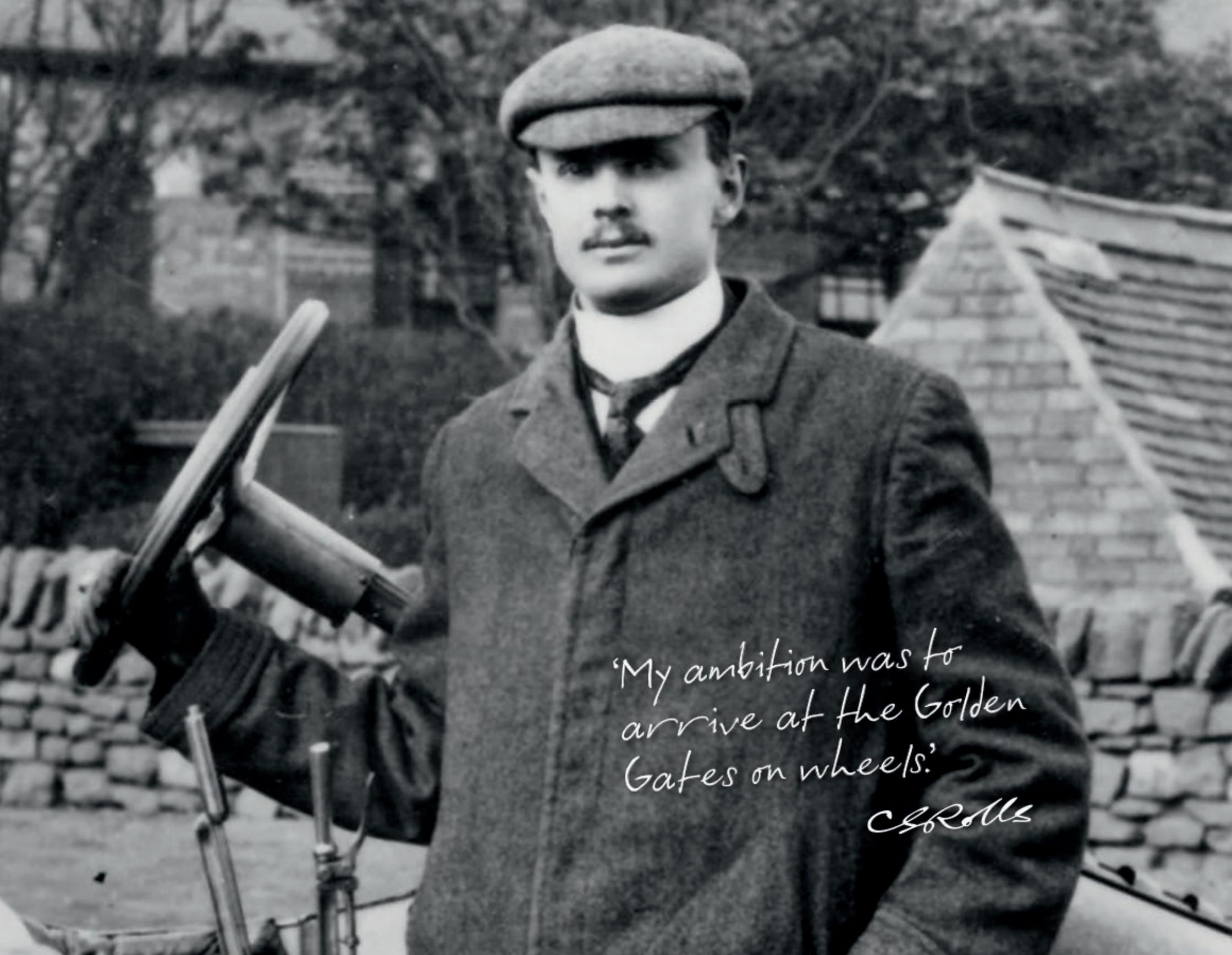
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Introduction

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.)

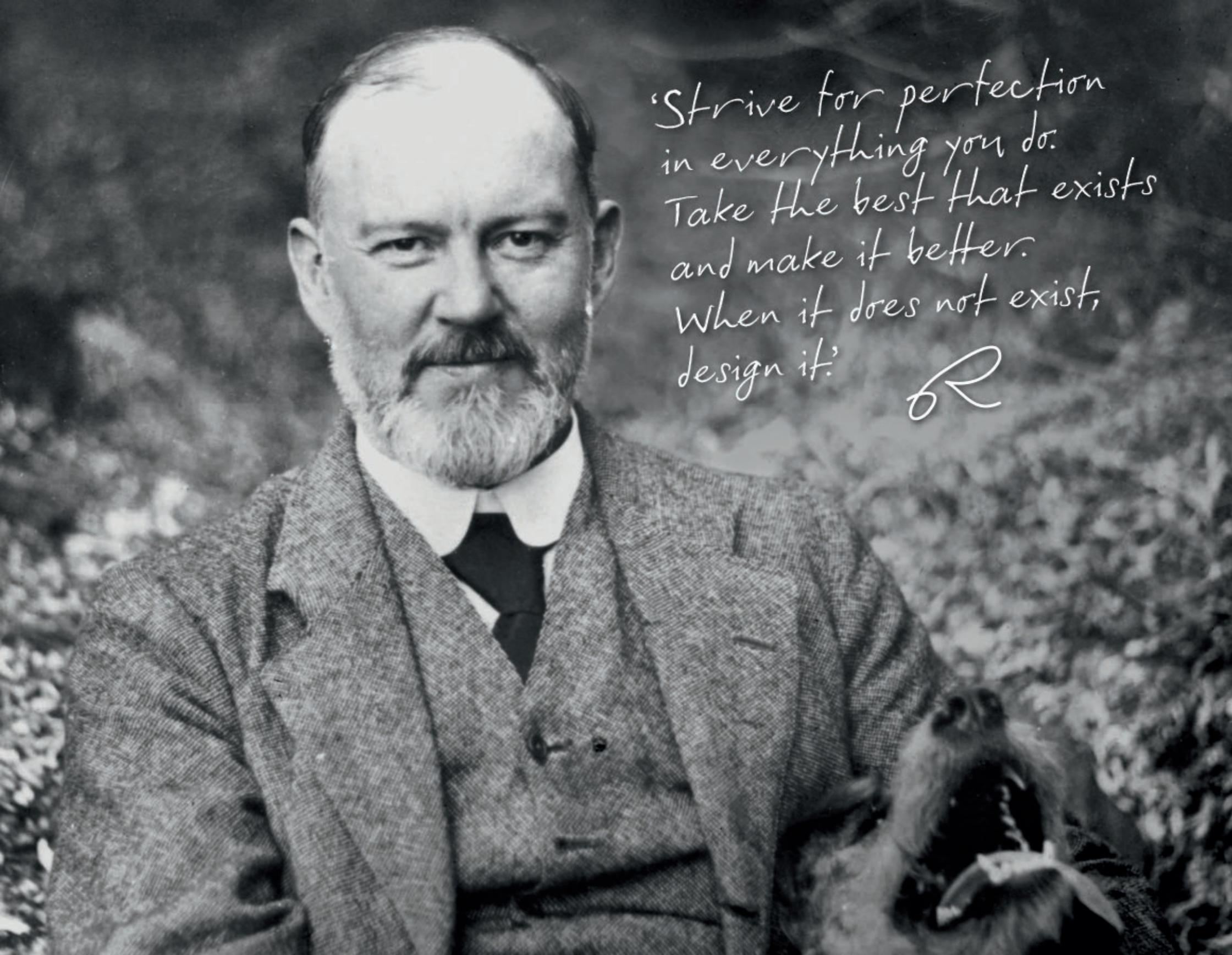
The 14-year-old Royce's fortunes changed when an aunt offered to pay for an apprenticeship at the Great Northern Railway Works in Peterborough. Working under the influence of one of the outstanding engineers of the day, Royce took every available opportunity to improve his education, spending his evenings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

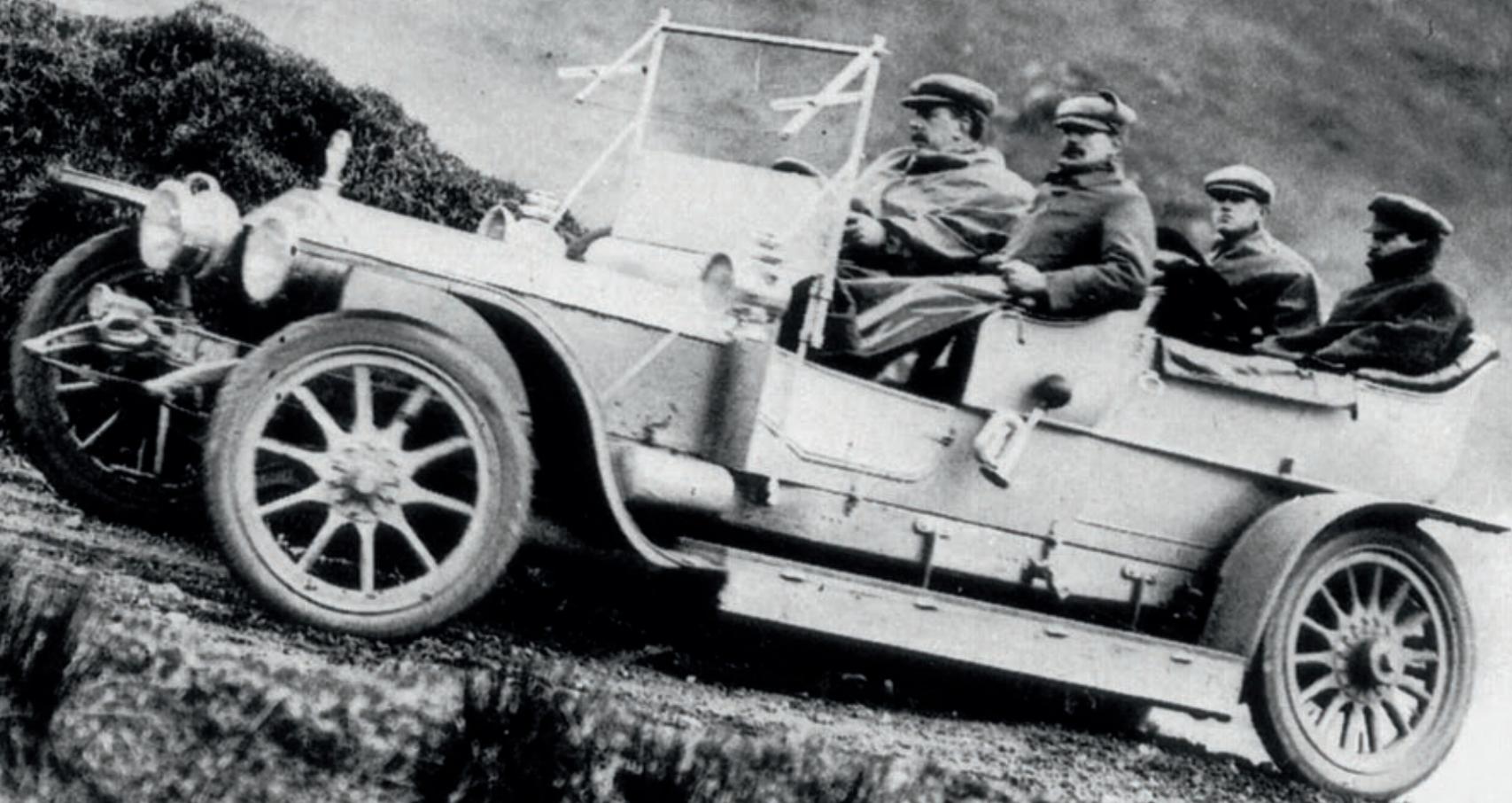
Claude Johnson then entered the Silver Ghost into the 1907 Scottish Reliability Trial, and the car took home the gold medal in its class for hill climbing, speed, reliability and fuel consumption.

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.

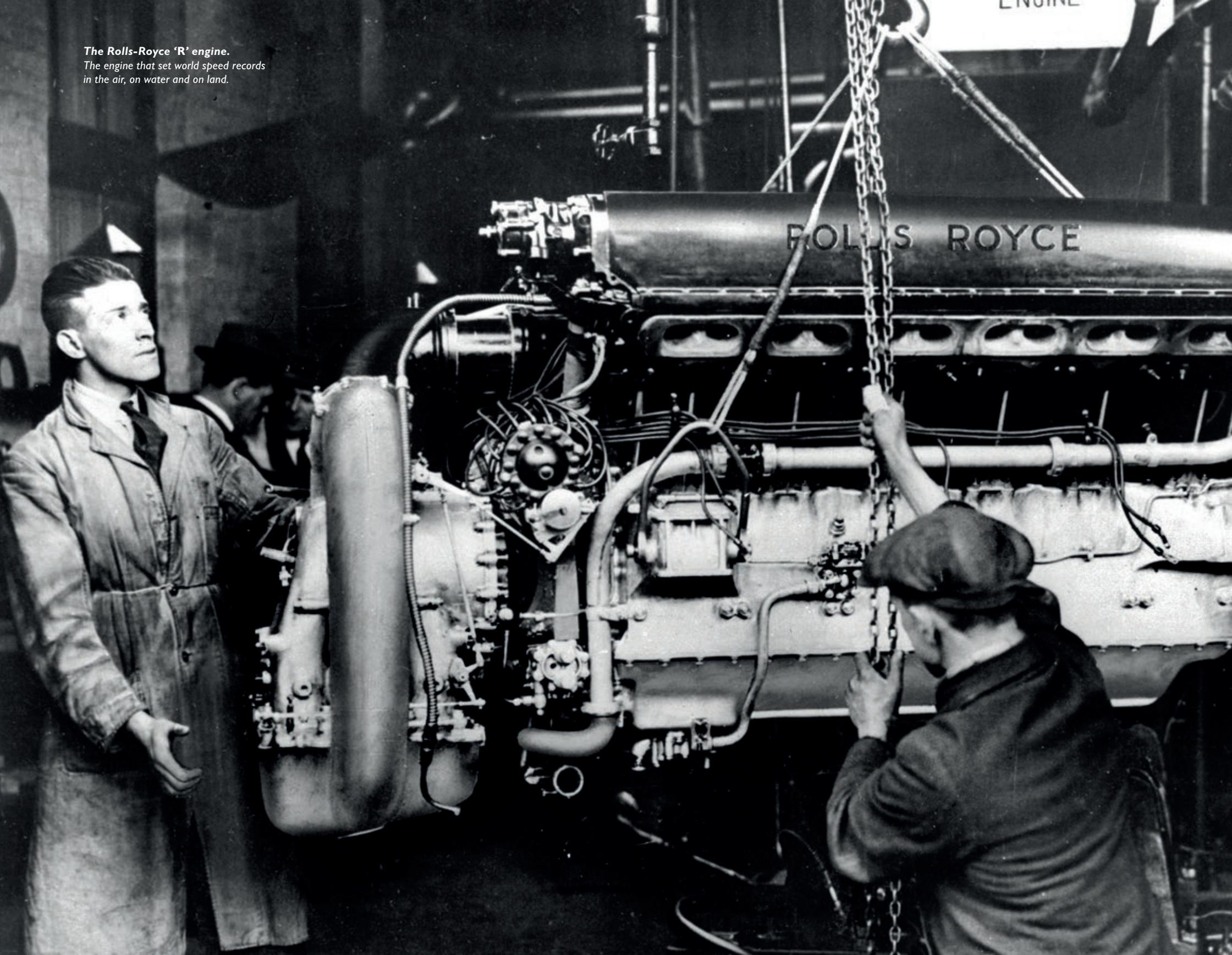


The Silver Ghost.

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.

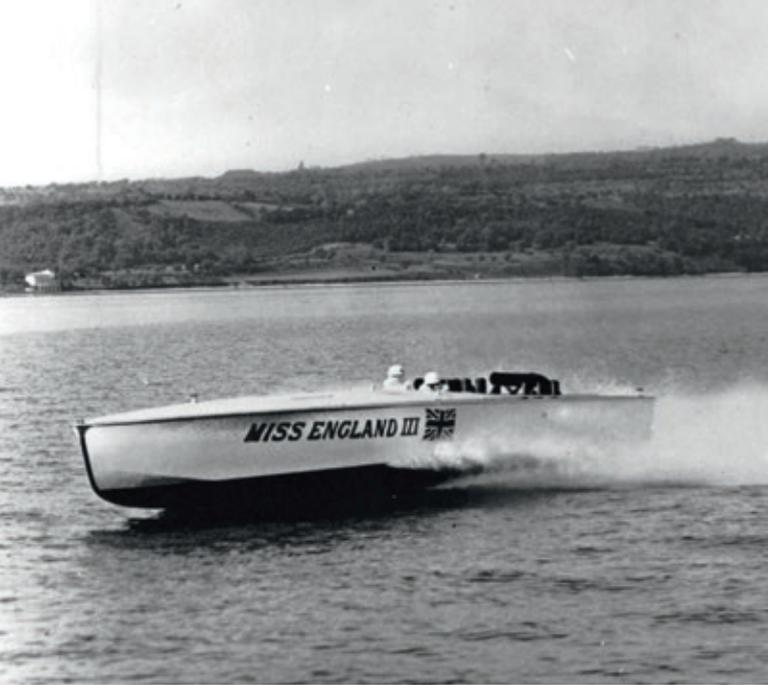
Sir Henry O'Neill de Hane Segrave had already broken three land speed records before he set his sights on the world water speed record.

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 III 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.

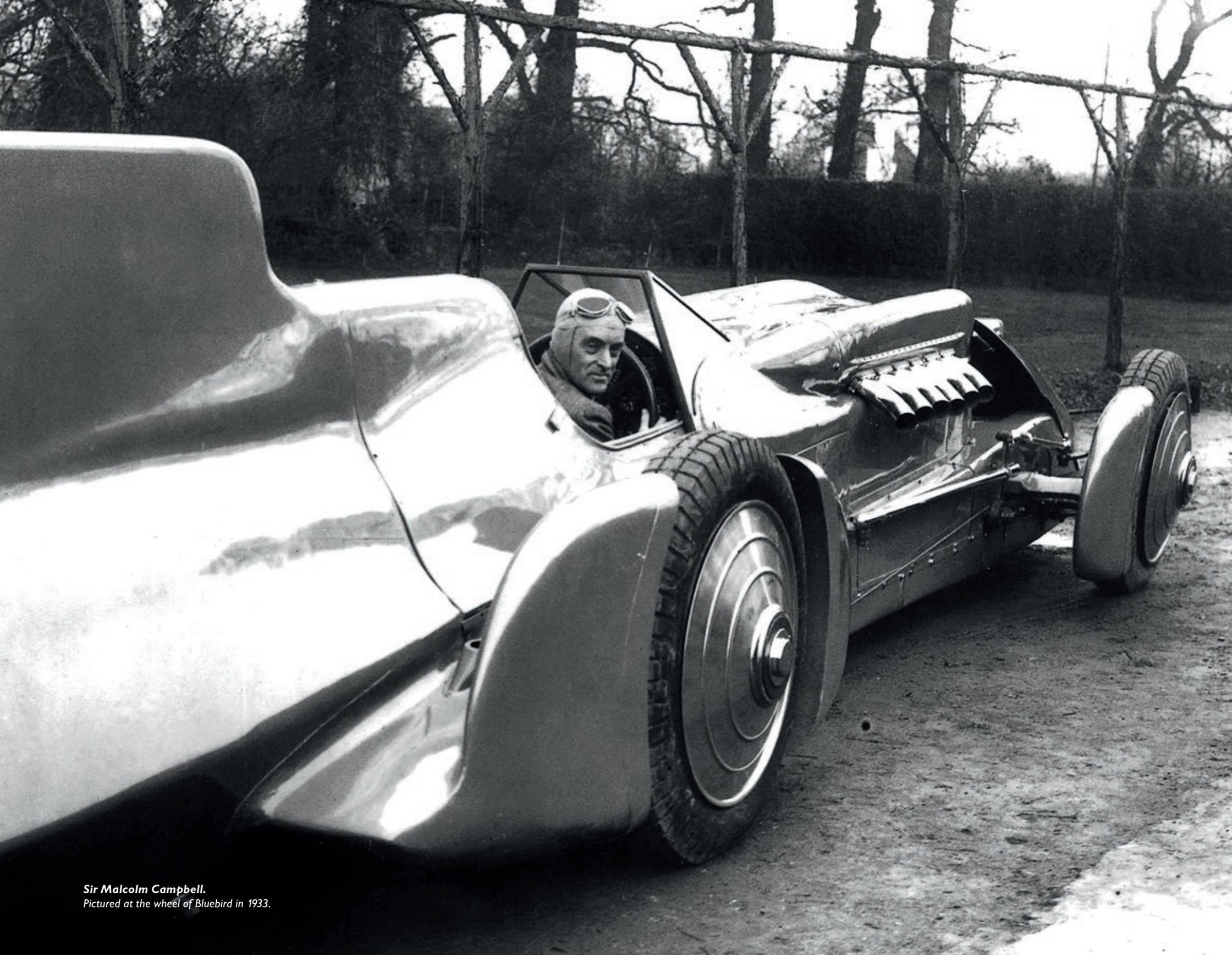
the 300 mph barrier and set a new record of 301.13 mph.

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.'

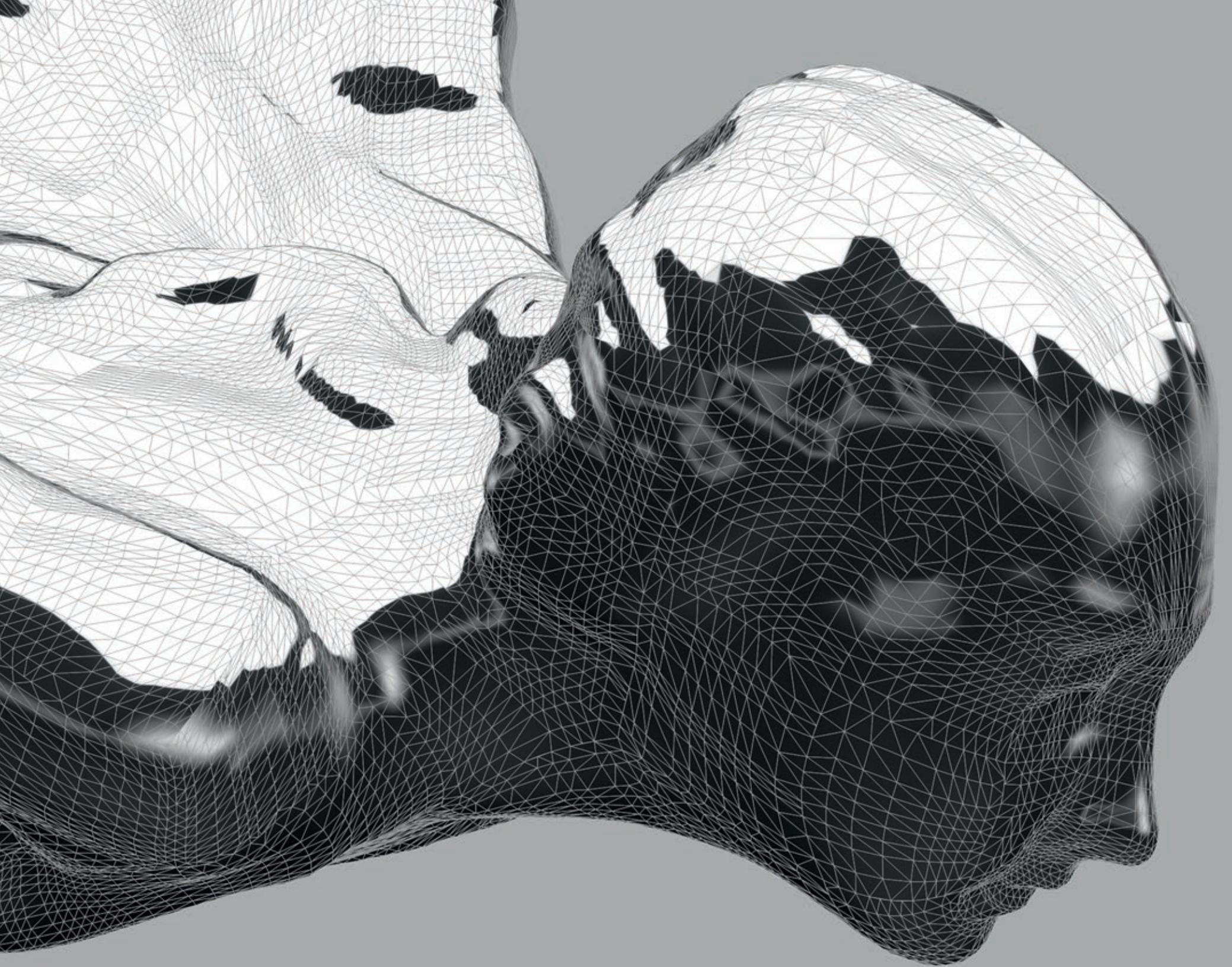
The story of the illicit Edwardian love affair between Lord Montagu and Eleanor was ultimately to end in tragedy. While accompanying him on a voyage to India in 1915, their ship, the *SS Persia* was torpedoed in the Mediterranean Sea and sank. Eleanor lost her life, and her body was never found. Lord 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

Every 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. With the introduction of Wraith the gentle evolution of the Spirit of Ecstasy continued. Positioned further forward and angled by a few degrees, she has a more determined air which complements the car's power, style and drama.



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' aristocratic connections, it was hardly surprising that many of Rolls-Royce'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: 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 in 2011. 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.	

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.

The original chassis build record card for John Lennon's 1965 Phantom V.



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.*



Wraith

The most powerful Rolls-Royce in history

In March 2013, Wraith was revealed to the world for the first time at the Geneva Motorshow.

The launch revived one of the most famous Rolls-Royce names – first used in 1938. Wraith immediately conjures up an image of an imperceptible force. Something fleeting and enigmatic, a perfect name for this dramatic new addition to the Rolls-Royce family.

Wraith was conceived to push the boundaries of design and engineering, challenge perceptions and deliver the most dynamic driving experience in the marque's history. From the very outset the words of the company co-founder Sir Henry Royce had informed everything that designers, engineers and craftspeople had set out to achieve: Take the best that exists and make it better: when it does not exist design it.

And indeed nothing like Wraith existed in the Rolls-Royce range, or in the wider automotive world. With its dramatic exterior styling and powerful performance Wraith is a car for the curious, the confident and the bold.



Wraith

And the world stood still

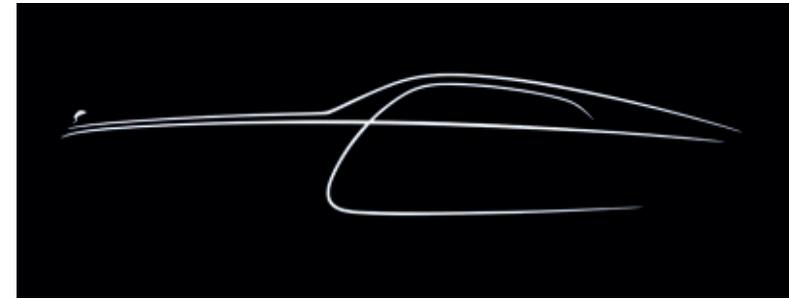
There was a desire to create something a little more daring with Wraith. The name alone brings a sense of the noir and the striking fastback silhouette exudes glamour and power.

The origins of the fastback design lie in the 1930s. Initially popular in North America, the word fastback soon became synonymous with the spirit of adventure that epitomised early and mid 20th century European sporting and GT cars.

Wraith takes on this spirit and then pushes the aesthetic boundaries of Rolls-Royce. The sweeping, expressive line that arches from the window through to the coach door is almost

like a bow and arrow and gives this potent car the promise of potential.

Wraith presents the perfect marriage of involvement and refinement. And is the only car in the world with the power, style and drama to make the world stand still.



'The best design comes down to three or four lines.'

Giles Taylor, Director of Design



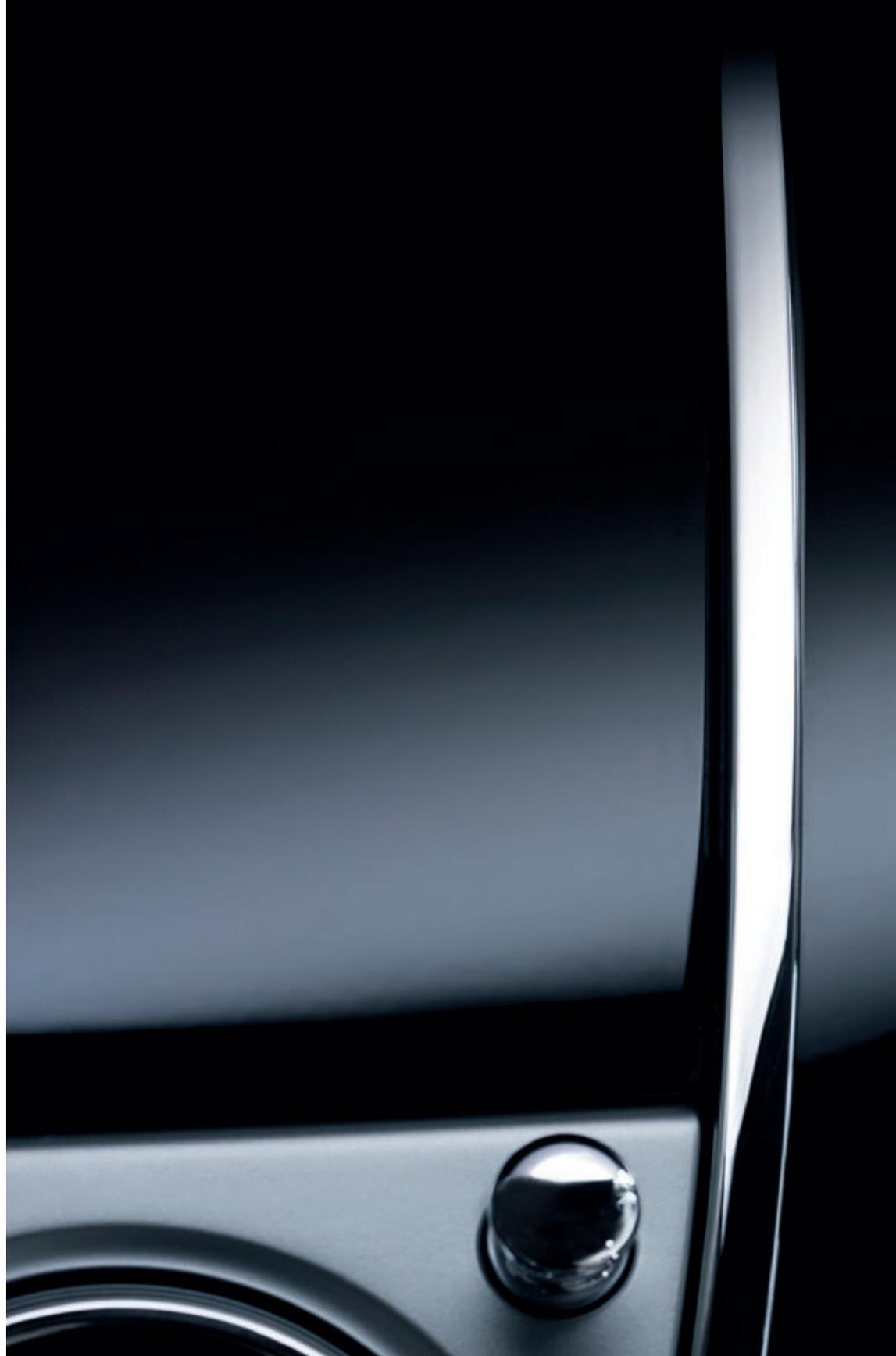




From the very outset Wraith was intended to be a driver's car; a masterpiece of elegant simplicity, exuding both poise and power.



*No detail has been overlooked.
Even the clock presents effortless
precision and simplicity, with its
black chrome surround and blood
orange needle tips.*









With a potent 6.6 litre, twin turbo-charged V12 engine Wraith is the most powerful Rolls-Royce in history. Delivering 624 bhp, it powers from 0-62 mph in a mere 4.6 seconds. This figure is impressive in its own right, however, what separates Wraith from other performance cars is the effortless way it delivers a seemingly endless surge of power – with 800 Nm of torque available from as low as 1,500 rpm, through the eight-speed automatic transmission.

Even with this formidable power, Wraith is effortlessly refined. One of the challenges the engineering team faced was to make sure that even at speed, Wraith offers the 'magic carpet ride' for which Rolls-Royce cars are rightly famed. They achieved this with a series of complex electronic features that keep Wraith composed over virtually every surface at any speed. Moreover the air suspension system is so sensitive it can detect even the smallest movement of the car and compensates accordingly.

'Wraith is powerful, but never brutal. It's a cultivated power, which perfectly complements the dynamism of its exterior styling. This is a true Rolls-Royce.'

Dr Philip Koehn, Director of Engineering





The bold fastback design lends a sense of refined dynamism which can be accentuated by exclusive two-tone paint combinations.

The starlight headliner brings even more glamour to Wraith. 1,340 fibre optics are hand-sewn into the headliner to create your very own star-filled sky.









The car that can see into the future

Power is nothing without intelligence.

Wraith is the most technologically advanced Rolls-Royce ever created. It not only sees what the driver sees, but anticipates what lies ahead.

The Satellite Aided Transmission uses GPS data and the navigation system to predict the road ahead. It then automatically chooses the right gear on the eight-speed transmission delivering power smoothly without any unnecessary gear changes. So the driver can surge round every twist and accelerate out of every bend, effortlessly.



The dynamic exterior is complemented by an elegant interior in which every control falls comfortably to hand.



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Open the coach doors and enter a different world. An inviting, luxurious interior that cocoons and cossets you.

The spacious four-seat interior has been lovingly hand-built by skilled craftspeople and technicians. Every detail has been meticulously considered to deliver every possible comfort in a thoroughly modern way; from the finest natural grain leather to the soft wool carpets.

For the first time ever, you can choose to have Canadel Panelling throughout the cabin. Named after a cove in the South of France where Sir Henry Royce and his design and engineering teams spent their winters, this beautiful open grain wood sweeps through the interior. The veneer is delicately curved around the contours of the door and each piece is orientated at 55 degrees, then carefully book-matched. This creates a perfect mirror image through the centre line of the car.

There are subtle indulgences, such as the Spirit of Ecstasy Rotary Controller. Mounted on the centre console within easy reach, the driver can access the internet, music or directions with a simple swipe of a finger on the touchpad. All it takes to zoom in or out is a small pull or pinch movement, similar to a smart phone or tablet. To make life even easier, people can trace letters straight onto the touchpad or, if they wish, give directions, simply by using their voice.

All this luxury does not detract from the fact that Wraith is a driver's car. Touches like the chrome bullet tips to the recessed piping on the seat panel emphasise performance. Then there are the stylish blood orange needle tips for the speedometer and power reserve gauge which hint at Wraith's agility, speed and refined power.

'The promise of the exterior is delivered as a reality in the interior of the car.'

Giles Taylor, Director of Design





