





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.

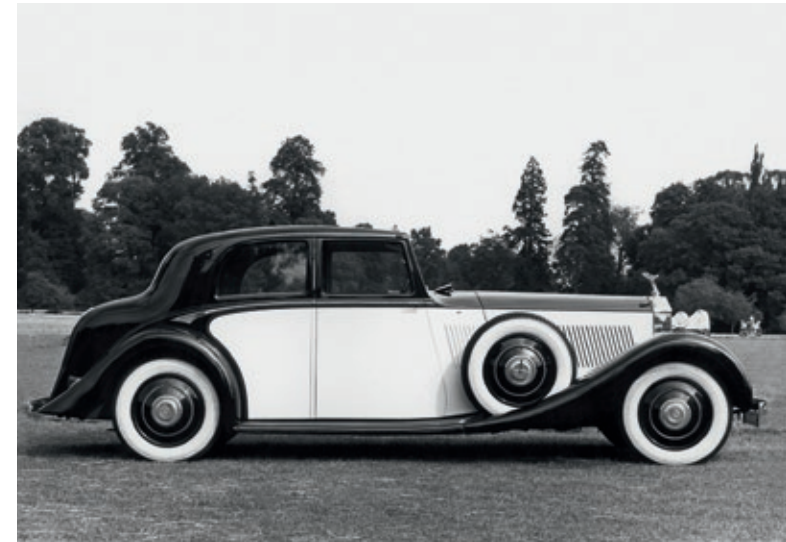
When Rolls-Royce Motor Cars decided to create a modern interpretation of a classic Grand Tourer it was fitting that the design team looked back to the original Phantom II Continental of 1930 for their inspiration.

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.









The Starlight Headlining is one of the truly defining features of Phantom Coupé.

With an exquisite interior, hand-built using the finest materials and equipped with a studio-quality sound system, Phantom Coupé is the perfect car for journeys that begin at dawn and end at dusk.

The elevated driving position gives the driver a commanding view of the road ahead and an enviable view of the Spirit of Ecstasy. The front seats offer outstanding comfort and enable both the driver and passenger to remain relaxed and emerge unruffled, even after an all-day run. While the precise alignment of the thicker steering wheel, the accelerator and brake pedals with the centre of the driver's seat also reduces fatigue.

The rear passengers are able to nestle into the lounge seat, a curved sofa described by interior designer Alan Sheppard as, 'intimate for two, yet superbly comfortable on long journeys.'

Covering the entire length of the roof lining, and first seen on 101EX, a constellation of over 1,600 fibre-optic lights, each one placed by hand, creates the impression of a star-filled night sky. Bright enough to read by on the highest setting, they can be switched off completely or dimmed to a soothing glow, which complements the gentle luminescence offered by the boulevard lighting.

Another defining feature of Phantom Coupé is the use of expertly applied wood veneer, which can be further enhanced with the optional Extended Veneer Package, that provides a

wonderfully warm contrast to the cool, milled aluminium finish of the dashboard, and evokes the classic era of hand coachbuilt Rolls-Royce motor cars.



In the early days of long distance travel when most journeys were made by train, Rolls-Royce offered its customers a seductive alternative in the form of fast and supremely luxurious coachbuilt coupés.









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 were looking for a new home, they 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, sail makers and cabinet makers to name but a few skills.

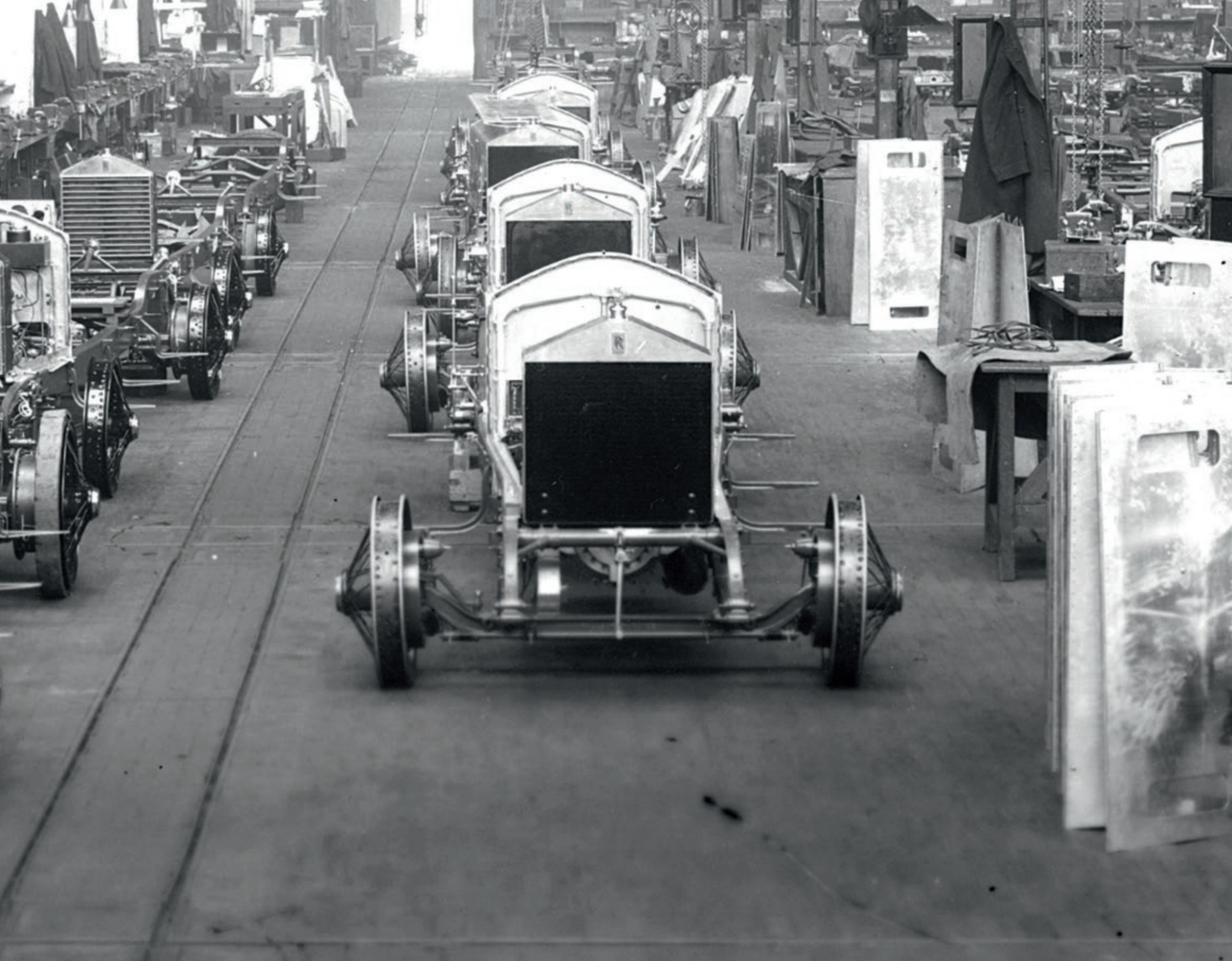
Once the site was chosen, the next task was to find an architect who could create a contemporary building that would inspire those who work within it, and work in harmony within the natural beauty of its setting.

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 illustrious 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 a 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 42 separate wood parts that will furnish the interior of the car. In Phantom, burr veneers are bookmatched by eye to create a symmetrical mirror image of the grain through the centre of the dashboard. Aligning the edges is an intricate process, the skill lies in being able to visualise the complete symmetry of the whole piece.

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 450 individual pieces of leather are cut and fitted in a Phantom, and each leather component is personally signed by the craftsman that hand-stitched and fitted it to the car.









Woodwork

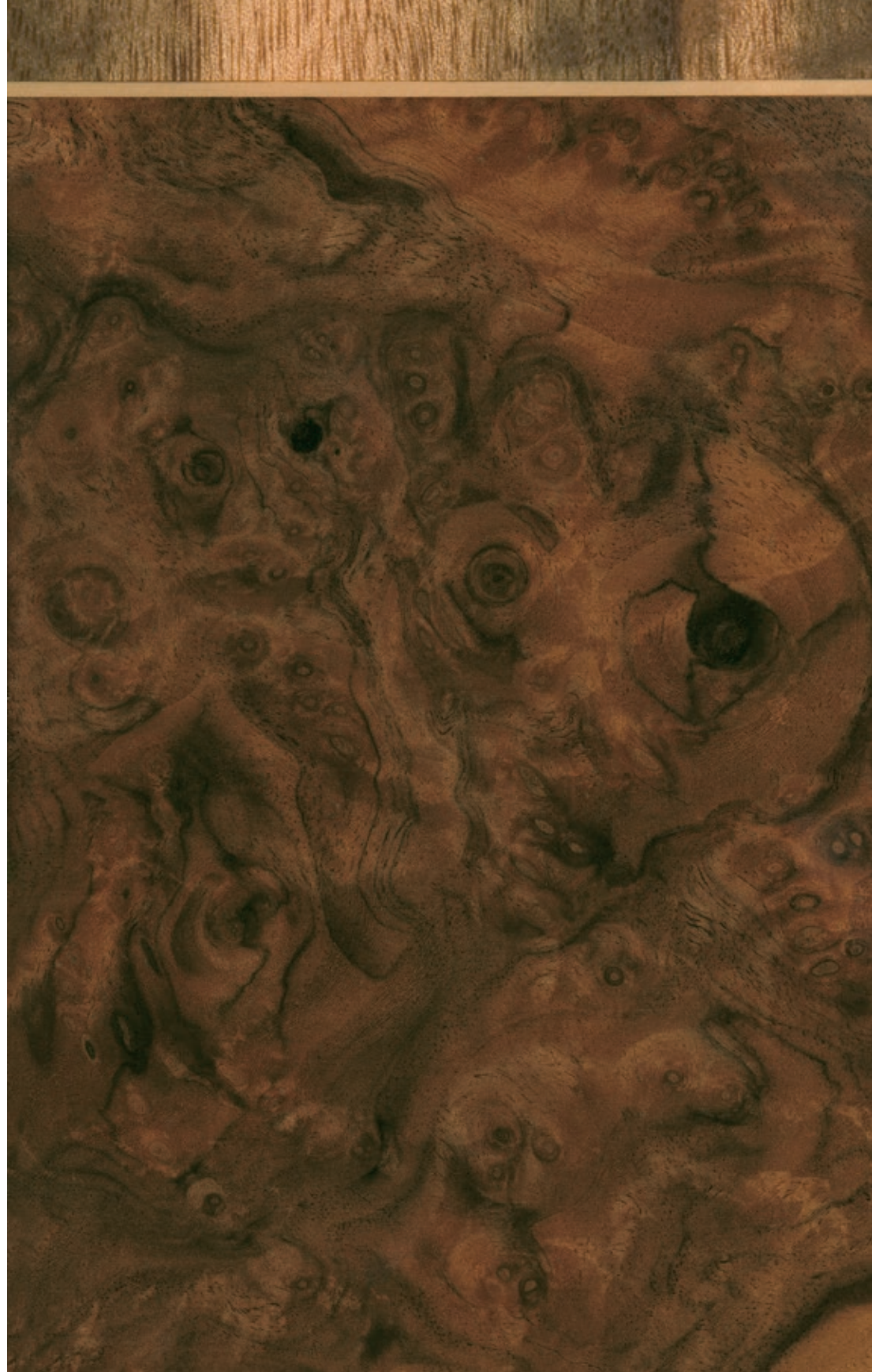
Beautiful wood is integral to all Rolls-Royce motor cars. To furnish the interiors, only the finest veneers are sourced and selected from around the world. The veneers are then shipped to Goodwood, and are stored in a specially humidified room, where they absorb moisture which makes them supple enough 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 cabinet-makers before they came to Goodwood. They employ many of the techniques they would have used making fine furniture such as bookmatching and crossbanding, which uses contrasting veneers and inlaid boxwood beading. It's an incredibly labour-intensive process that can take up to a month, but the exquisite results are more than worth it.

Bookmatching.

In Phantom, the veneered panels are book-matched by eye so that the grain pattern on a panel on one side of the cabin is a perfect mirror image of the panel on the other side.

Crossbanding.

Contrasting veneers and fine inlaid boxwood beading are used to create a distinctive alternative to the single veneer finish.





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. The interiors can feature up to two different types of leather: natural grain for the seats and trims, pre-shrunk for areas exposed to the sun and hard-wearing tipped leather for the centre console and door trims. 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.

Tipped Leather.

Shown here in Blue Grey, it is harder wearing than natural grain leather, it also provides a pleasant high quality contrast within the interior.

Full Grain Leather.

Shown here in Consort Red, the leather used on the seats is so supple that it will not squeak or crack with age.

Natural Grain Leather.

It takes up to two weeks to upholster a Rolls-Royce. Phantom requires up to 450 separate pieces of leather, each of which is painstakingly matched for colour and grain. Displayed here is Seashell with Navy monogram and top stitch.

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.

Xirallic® Paint.

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

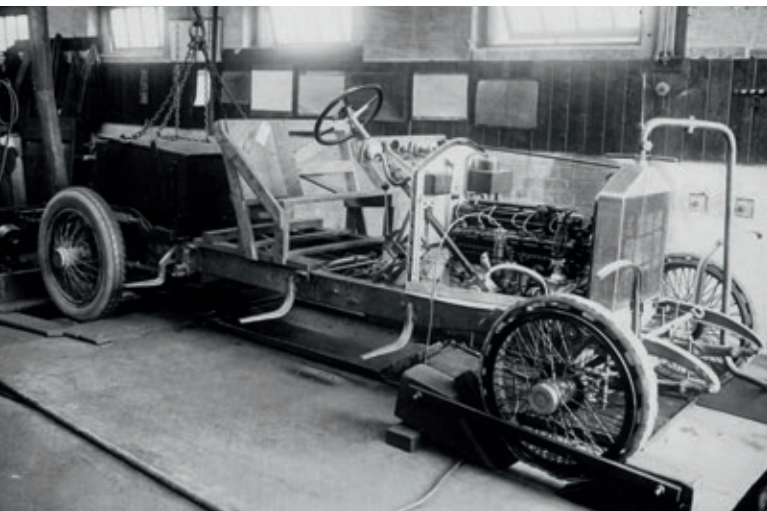
Any colour you want.

Rolls-Royce has an incredible 44,000 catalogued hues for owners to choose from. The Bespoke Team can even create a unique shade and name it after the customer.









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.

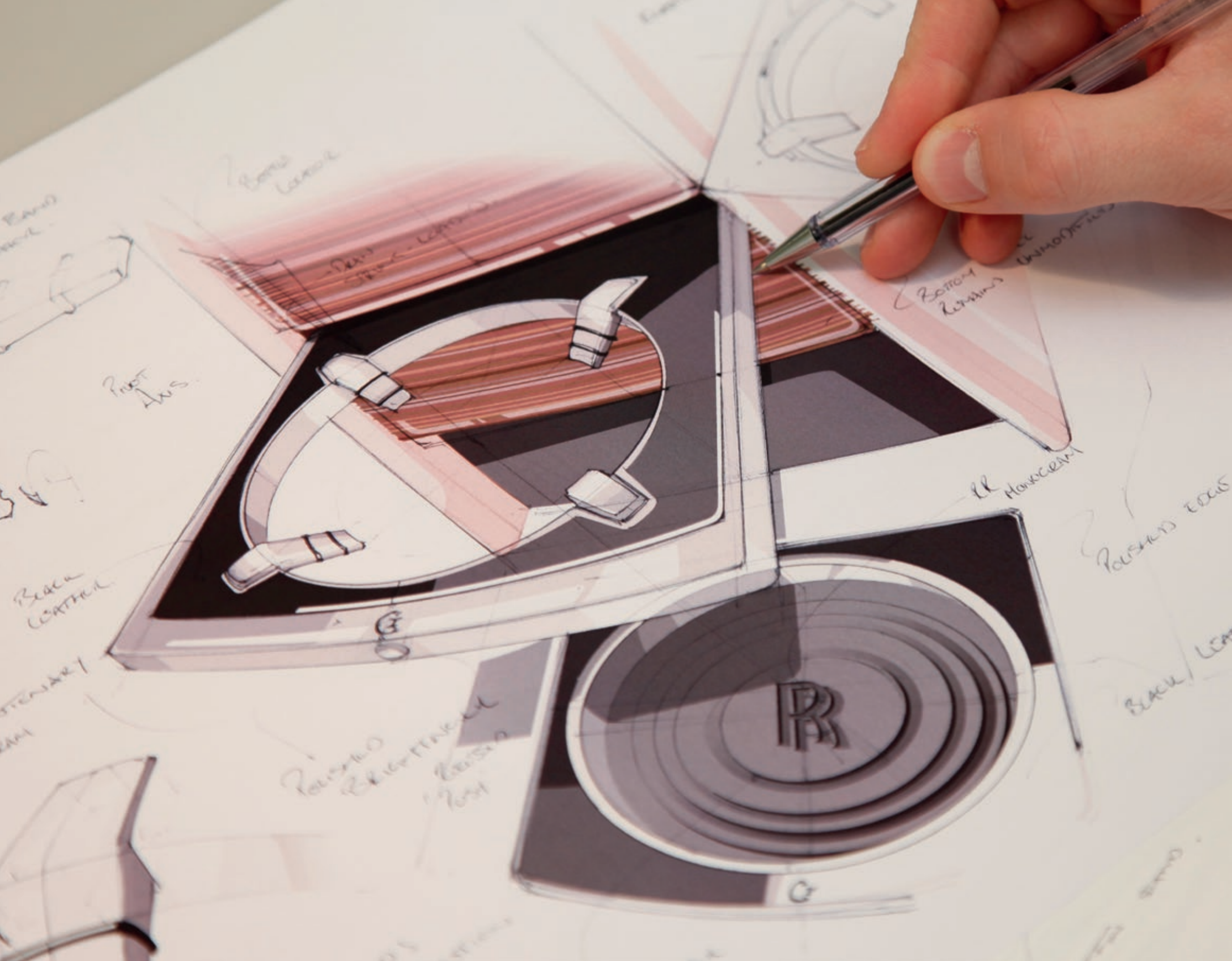
A final four-hour round of inspections follow. Once these are complete, the finishing touches are added to the car: the concealed umbrellas are inserted and the interlinked 'RR' logo is fixed to the radiator grille.

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.





Bottom Lining

Bottom Lining

Bottom Lining

Rough Edges

Rough Edges

Polished Edges

Back Leather

Back Leather

Polished Brightness

Secondary

Secondary

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.

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

Giles Taylor, Director of Design.



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



Model code

FK41 ECE

Engine code

N74R

Einstien Seq. No.

0000108357

IGEF

SCA664S01DUX38418

UX38418

Num



BESPOKE VEHICLE

490 ** Upper Two Tone as RD2 **

Main body colour in St. James Red

Upper 2 tone = Bonnet/Roof/Boot Lid in Silver

Remaining parts (bumpers/sills) in main body colour

27XX Rolls-Royce Colour Neutral Interior

XD6 Goodwood Painted exterior parts neutral

940 Rolls-Royce inlay to CID lid in Silver.

(see design release for reference)

Twin coach line with Rolls-Royce logo to be positioned centrally above RR badge to match Silver. See design release for reference.
Rolls-Royce painted in arabic text to the C-pillar in St James Red
See design release for reference.
Rolls-Royce logo embroidered to all 4 x headrests in Hotspur thread
See design release for reference.

MODULE-----0A00 Seashell Seats & main interior
GROUP-----0A01 Seashell Seats- main body
GROUP-----0A03 Seashell Front seat squab finisher
GROUP-----0A04 Seashell Lower IP area
GROUP-----0A06 Seashell Door- main body
GROUP-----0A07 Seashell Door- pockets
GROUP-----0A08 Seashell Lower part of A-, B- and C-pil
GROUP-----0A09 Seashell Centre section
MODULE-----0B00 Hotspur Red Centre console & door panniers
GROUP-----0B01 Hotspur Red Front centre console (exc lids
GROUP-----0B02 Hotspur Red Door panniers
MODULE-----0C00 Hotspur Red Arm rests & console lids
GROUP-----0C01 Hotspur Red Door arm rests
GROUP-----0C02 Hotspur Red Front console lids
MODULE-----0D00 Black IP- top
GROUP-----0D01 Black IP Top
GROUP-----0D02 Black IP End Caps
MODULE-----0E00 Black IP- top lower
GROUP-----0E01 Black Entire E-module
MODULE-----0F00 Seashell cloth A&D-Pillar
GROUP-----0F01 Seashell cloth Entire F-module
MODULE-----0G00 Seashell cloth Hatshelf
GROUP-----0G01 Seashell cloth Entire G-module
MODULE-----0H00 Seashell cloth Headlining
GROUP-----0H01 Seashell cloth Entire H-module
MODULE-----0I00 Seashell cloth Sunvisors
GROUP-----0I01 Seashell cloth Entire I-module
MODULE-----0J00 Seashell Grab handles
GROUP-----0J01 Seashell Entire J-module
MODULE-----0Y00 Slate Seat belts
GROUP-----0Y01 Slate Entire Y-module
MODULE-----0Z00 Consort Red Carpets & mats
GROUP-----0Z01 Consort Red Interior carpets

The Individual Vehicle Docket.

When someone commissions a Bespoke Rolls-Royce motor car, every detail of their desired specification is outlined on a distinctive yellow document called the Individual Vehicle Docket.

It provides a rapid reference point for the numerous technicians and craftspeople who will be involved in turning the customer's wishes into a reality.

At the front of the car, the Spirit of Ecstasy, which is traditionally crafted in stainless steel, can be fashioned in solid sterling silver, gold-plate or, if desired, illuminated.

More personal touches can feature within the interior. Customers have carte blanche when it comes to selecting the colour palette for their leather upholstery. They can also choose alternative wood veneers in numerous combinations to make the interior of their car even more distinctive. On one occasion, the Bespoke Team furnished an interior with veneer from a tree felled on a customer's estate.

While some requests could rival those of the Maharajas of India, for whom no level of ornamentation was too lavish or costly, many are a lot more discrete.

Customer's crests, initials or insignia can be embroidered on to the seat headrests or inlaid into the veneer. Should they desire a cigar humididor for their glove compartment, a chilled drinks cabinet between the rear seats or a secure safe in the

boot, the Bespoke Team will find a way of incorporating them.

There is genuinely no limit to what the Bespoke Team can achieve, or the effort they will go to in accommodating the wishes and desires of clients who commission a Rolls-Royce.



Over 800 Rolls-Royce motor cars were exported to India in the early part of the twentieth century, many of which were lavishly bespoke.







P H A N T O M

↑ ↓ ⚙
M A T ⚙
🔒 🔓 ⚙
- + C

RD HIGH











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.'





First 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 DNA of the marque. 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 grille on Phantom and Phantom Extended Wheelbase is a more traditional interpretation of the 'Pantheon' shape, while on Phantom Coupé and Phantom Drophead Coupé it is slightly smaller and angled back to give the cars a gentler profile. Ghost and Ghost Extended Wheelbase feature the current 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.'

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 passengers in the rear to enter and exit the car gracefully and unobserved. 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 generous view of the seemingly endless bonnet. The dashboard is deliberately simple and uncluttered, giving effortless access to the key controls, which are positioned intuitively in front of the driver. The classic Rolls-Royce controls, which include organ stops, violin keys, eyeball vents and elegant dials, provide an aesthetically pleasing alternative to digital read outs and buttons.



Silver Cloud I

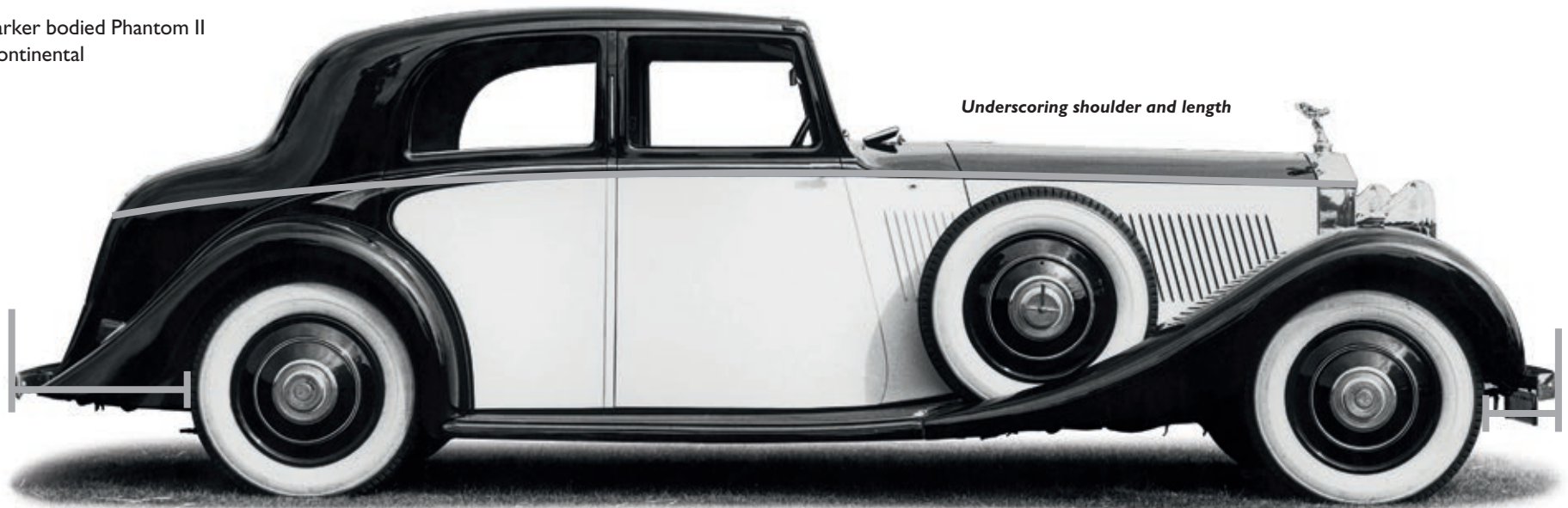


Upright features

Vertical motifs



Barker bodied Phantom II
Continental

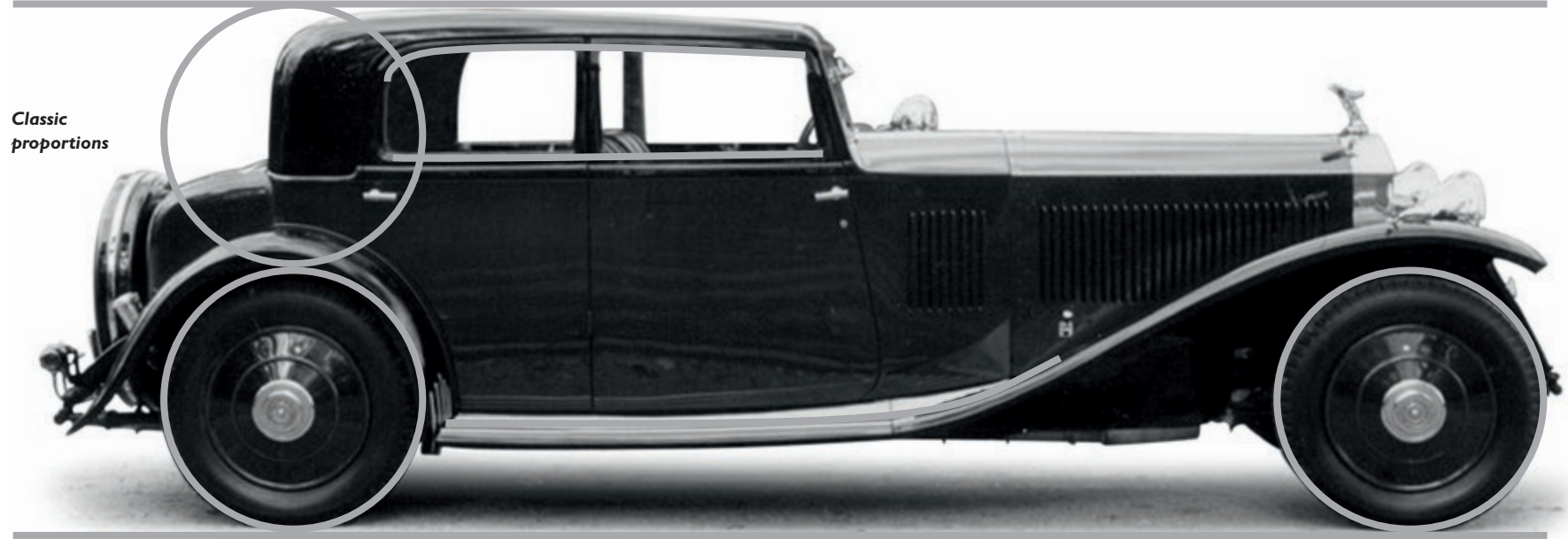


Underscoring shoulder and length

Long rear overhang

Short front overhang

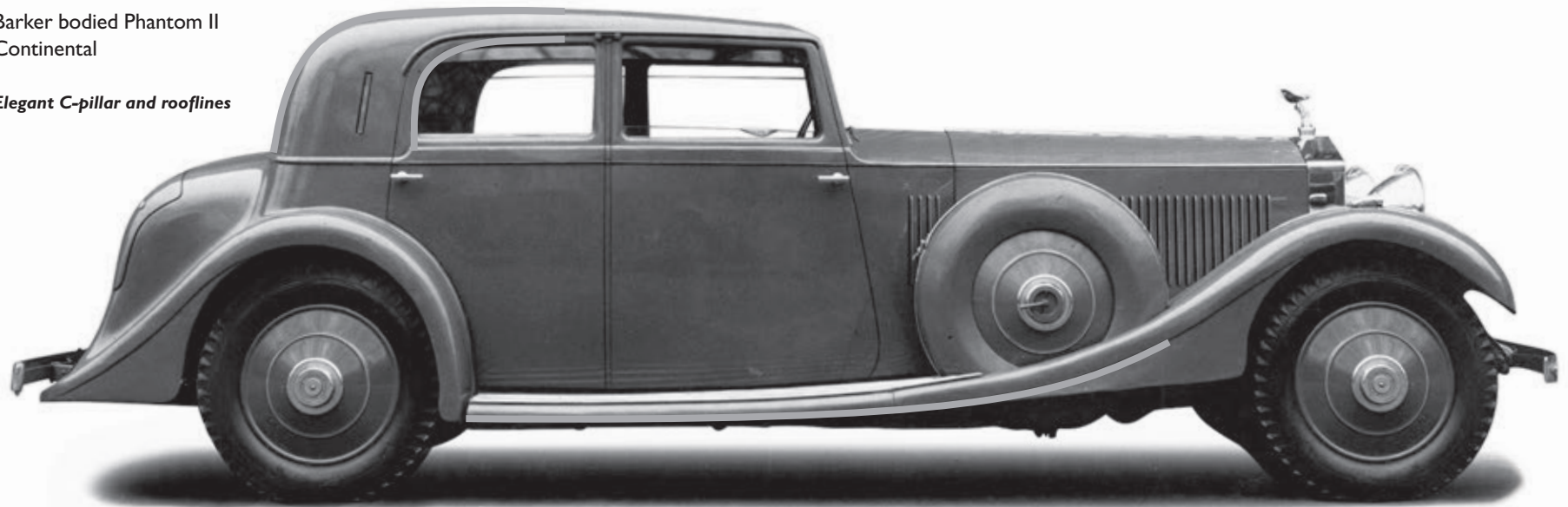
Barker bodied Phantom II Continental



Classic proportions

Barker bodied Phantom II Continental

Elegant C-pillar and rooflines



Waftability line

Phantom Series II



Upright features

Vertical motifs



Underscoring shoulder and length



Long rear overhang

Short front overhang

Design proportions

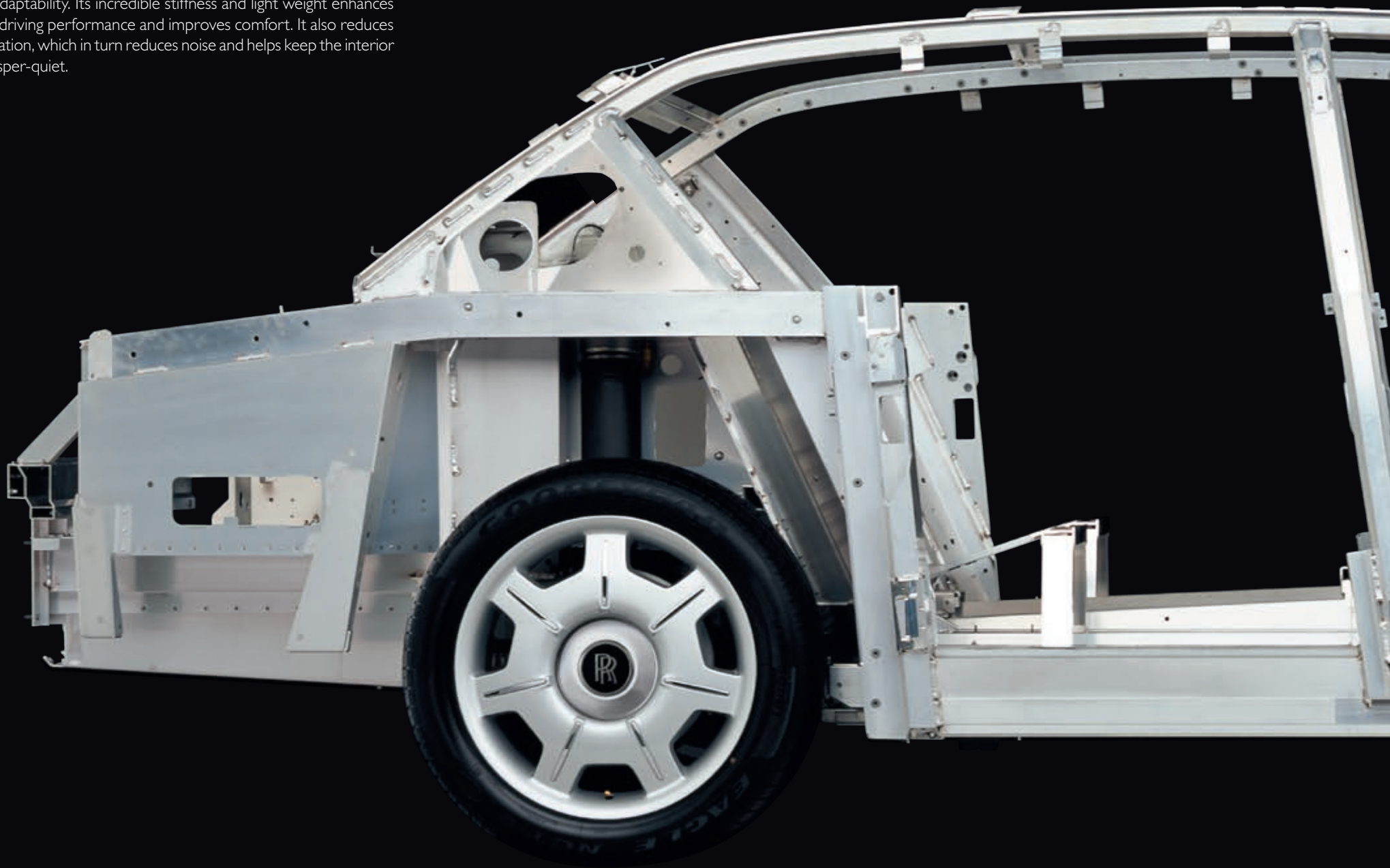


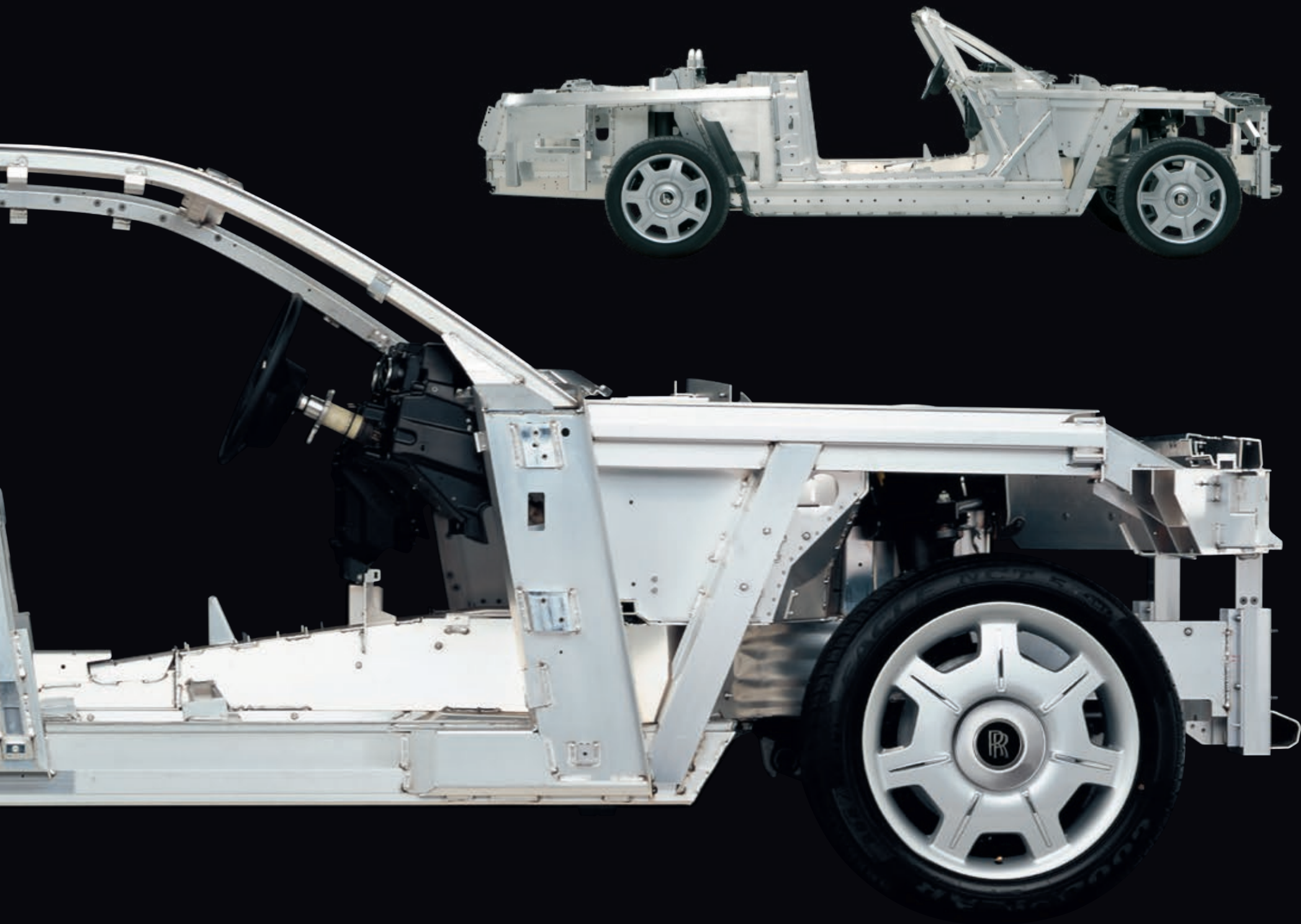
C-pillar and rooflines



Waftability line

At the heart of the Phantom family is a lightweight aluminium spaceframe. This remarkable piece of engineering is one of the secrets behind the Phantom's peerless 'magic carpet ride', and its adaptability. Its incredible stiffness and light weight enhances the driving performance and improves comfort. It also reduces vibration, which in turn reduces noise and helps keep the interior whisper-quiet.







Self-righting wheel hub centres.

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



The myth of the badge colour.

When David Ogilvy wrote his famous advertisement for Rolls-Royce, he stated: 'The Rolls-Royce radiator has never changed, except for when Sir Henry Royce died in 1933 and the monogram RR was changed from red to black'. However, an internal Rolls-Royce memo dated 18 December 1930 proves this was untrue: 'The radiator medallion is filled in red, and is generally the only red on the car. Artistically this may, and often is, considered to be wrong ... Could we not standardise a black fitting?' The red medallion is still used by Rolls-Royce Motor Cars for their experimental models.



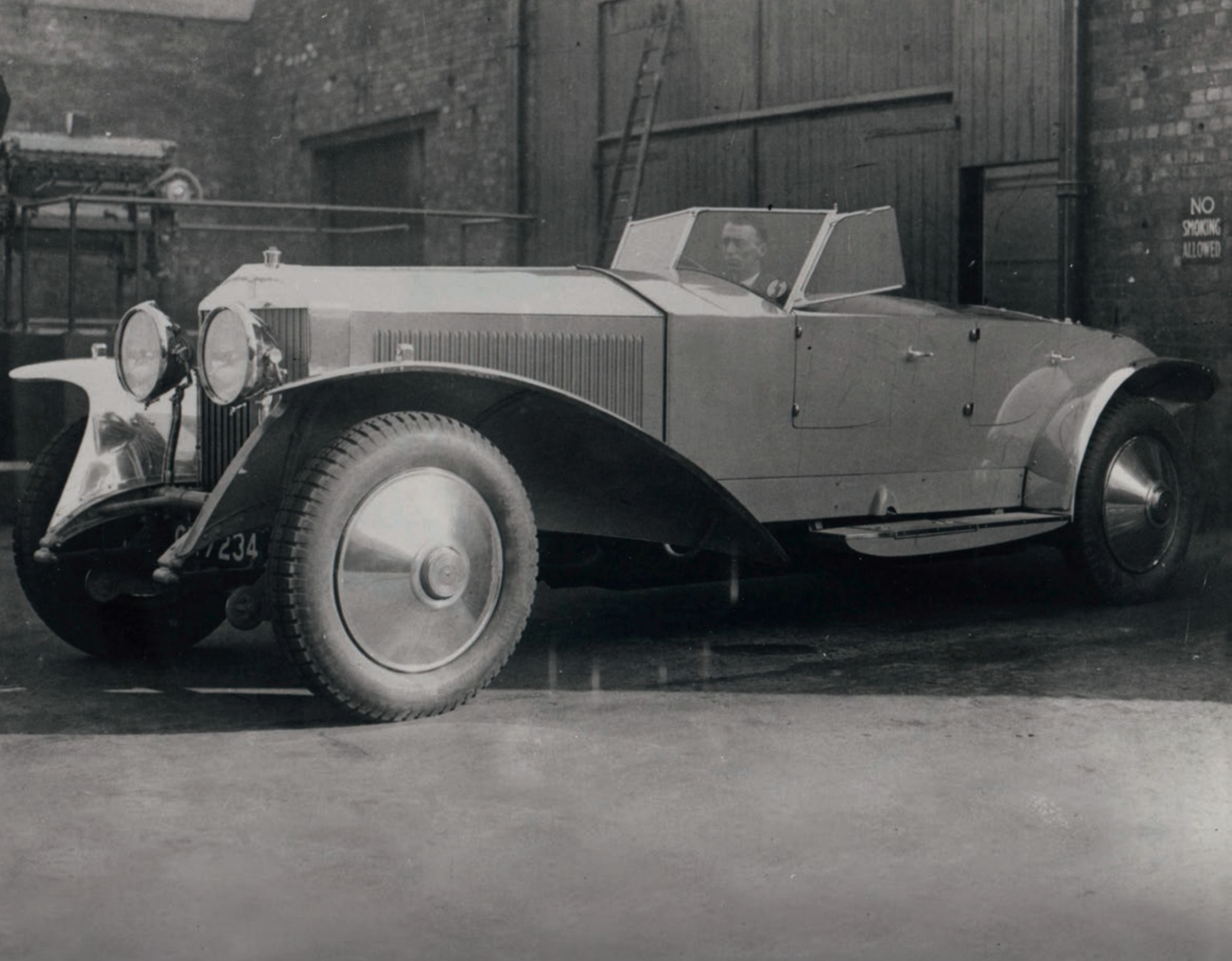
Classic Rolls-Royce controls, provide an elegant alternative to digital readouts and buttons.



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.



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

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.



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: '200 EX 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.







Index

10 hp model, 16, 19, 114
20 hp model, 96
20/25 hp Drophead Coupé model, 60
40/50 hp model, 20, 99

A

Aero Club, 15
Agrippa, Marcus, 115
air speed records, 23
air suspension, 41, 65
Ali, Muhammad, 36
Alice in Motorland, 27
aluminium spaceframes, 41, 49, 120-1
America's Cup, 60
assembly line, 78, 80-1, 84-7, 96
Atlantic Chrome, 132, 134
audio systems, 45, 72
The Autocar, 41, 42
Automobile Club, 28
Avon 302 engine, 24

B

badge colour, 122
The Bank, 39
Barker & Co., 20, 57, 60, 116-17, 127
Barker Limousine, 33
Beatles, 33-5
Bespoke Team, 93, 98-109
Black Rock Desert, 24
Bluebird, 24, 25
Bonneville Salt Flats, 24
bookmatching, 89
Boothman, Flight Lieutenant J. N., 23

C

Caine, Michael, 33
Callas, Maria, 37
Cameron, Ian, 39, 128, 136
Campbell, Sir Malcolm, 24, 25
canvas hoods, 60
The Car Illustrated, 28
Catherine, Duchess of Cambridge, 33
Chaplin, Charlie, 33
cigar humidors, 103, 107
Claremont, Ernest, 16
clocks, 45, 111
coach doors, 45, 49, 60, 115

coachlines, 99
Cobb, John, 24
Conduit Street, London, 133
Coniston Water, 24
convertibles, 56-63
Cooke Street factory, Manchester, 16, 41, 79
Cooper-Hewitt Museum, 35
Crawford, Joan, 33
Crewe factory, 83
crossbanding, 89
C. S. Rolls and Co., 15

D

dashboards, 59, 68-9, 72, 113, 115, 134
Davis Jr., Sammy, 33
Daytona Beach, 24
De Dion Quadricycle, 16
design features, 114-23
Dietrich, Marlene, 33
Don, Kaye, 24
drinks cabinets, 60, 103, 106
driving position, 42-3, 45, 72
Duke of Edinburgh, 33
Dylan, Bob, 35

E

Edmunds, Henry, 19
Edward VIII, King, 33
Electric Brougham, 133
electric cars, 127, 133-5
Elizabeth II, Queen, Her Royal Highness, 33
Endeavour, 60
experimental cars, 124-7
1EX, 127
15EX, 127
16EX, 57, 127
17EX, 127
45EX, 127
100EX, 57, 127, 128-9
101EX, 72, 127, 130-1
102EX, 127, 132-5
200EX, 136-7
Extended Veneer Package, 72
eyeball vents, 115
Eyston, George, 24

F

Fangio, Juan Manuel, 79
F. H. Royce and Company, 16

G

Garbo, Greta, 33
Garda, Lake, 24
Ghost, 115, 136
Ghost Extended Wheelbase, 115
The Glass Mile, 78, 82, 83
Goodwood, 41, 76-87
Goodwood Motor Circuit, 79
Grand Tourer, 65
Grant, Cary, 33
Green, Andy, 24
grilles, 114-15
Grimshaw, Sir Nicholas, 77, 79
Guernsey Nutting, 60

H

Hadrian, Emperor, 115
Halliwell, Victor, 23
Harrison, George, 33
Heads of State, 49
Hill, Graham, 79
Hollywood stars, 33
Hooper, 127
Houston, Lady, 23
Hurricane, 23

I

India, 65, 103
Individual Vehicle Dockets, 102

J

Jarvis, 127
J-class racing yachts, 60
Johnson, Claude, 15, 19, 20, 27, 99
Jones, Brian, 33
J. P. Fallon Ltd., 34

K

Kelly, Grace, 32, 33

L

Lake Garda, 24
Lake Windermere, 23, 24
Lancaster, 23

land speed records, 24
Lawrence of Arabia, 37
leather upholstery, 44, 45, 85, 90-1, 103, 135
Lennon, John, 33, 34-5
Light Twenty, 20
Llangattock, Lord and Lady, 15, 16
Loch Lomond, 24
LOGIC7 audio system, 45
logo, Rolls-Royce, 96, 114, 115, 122

M

Maharajahs, 103
marriage section, Goodwood, 96
McCartney, Paul, 33
Merlin engine, 23
Middleton, Kate, 33
Midland Hotel, Manchester, 18, 19
Mini-Brooklands, 96
Miss England II, 23-4
Miss England III, 24
Montagu, Lord John Scott, 27-8
Moody Blues, 35
Moon, Keith, 33
Moss, Sir Stirling, 79
Müller-Ötvös, Torsten, 9, 130
Mulliner Park Ward, 35

N

navigation systems, 45
Nightingale Road, Derby, 79, 96
Noble, Richard, 24
noise, 42, 45, 96, 133
non-stop runs, 20, 21

O

Ogilvy, David, 45, 122
Ono, Yoko, 35
open-top cars, 56-63
organ stops, 115
owners, 32-7, 49

P

paintwork, 85, 92-3, 132
Pantheon grille, 114-15
Parana River, 24
Park Ward, 60
partition walls, 49

Phantom SWB, 31, 39-47, 115, 127
Phantom Coupé, 64-73, 115, 127, 131
Phantom Coupé Aviator Collection, 110-13
Phantom Drophead Coupé, 56-63, 115, 127, 128
Phantom Extended Wheelbase, 48-55, 115
Phantom I, 41, 57
Phantom II, 57
Phantom II Continental, 65, 116-17, 131
Phantom III, 57
Phantom IV, 33, 49
Phantom Series II, 39, 118-19
Phantom V, 34, 35
Phantom VI, 33
Philip, Prince, Duke of Edinburgh, 33
Picnic Boot, 60, 62-3
Power Reserve dial, 41
Presley, Elvis, 33
Pritchett and Gold, 133

Q

Queen Elizabeth II, Her Royal Highness, 33

R

'R' Engine, 22, 23, 24
radiator medallions, 122
Rainier III, Prince, 32, 33
Riva motor launches, 60
Rolling Stones, 35
Rolls, Hon. Charles Stewart, 13, 14, 15, 60, 65, 111, 133
Royal Air Force, 23, 24
royalty, 32-3, 49
Royce, Sir Frederick Henry, 13, 16, 17, 41, 57, 83, 96, 127, 133
Royce & Co. Ltd., 16

S

Schneider Trophy, 23, 24
Scottish Reliability Trial, 20
Segrave, Sir Henry O'Neill de Hane, 23
Sharif, Omar, 36
Sheppard, Alan, 72
Silver Cloud I, 116
Silver Cloud II, 33
Silver Cloud Landaulet, 33
Silver Ghost, 20, 21, 42, 127
Singer, Paris E., 19
Sopwith, Tommy, 60
sound systems, 45, 72

speed records, 22-5
Spey fan jets, 24
Spirit of Ecstasy, 26-31, 72, 103, 114, 133
Spitfire, 23
Springfield factory, Massachusetts, 83
SS Persia, 28
Stainforth, Flight Lieutenant G. H., 23
Starlight Headlining, 70-1, 72
Stewart, Sir Jackie, 79
Supermarine S6B, 23, 24, 111
Sykes, Charles Robinson, 27-8, 31
Sykes, Josephine, 28, 31

T

Taylor, Elizabeth, 33
Taylor, Giles, 39, 41, 99, 115
tests and inspections, 96
Thommen clock, 111
Thornton, Eleanor Velasco, 26-8, 31
Thrust II, 24
Thrust SSC, 24
Thunderbolt, 24

U

upholstery, 44, 45, 85, 90-1, 103, 135

V

V12 engine, 24, 41, 57, 65
V16 engine, 128
veneers, 45, 72, 89, 103
vibration, 41, 122, 133
violin keys, 115

W

waftability, 41, 42, 57, 115, 119
Waghorn, Flying Officer, 23
water speed records, 23-4
Weaver, Steve, 35
Westhampnett, 83
wheel hub centres, 99, 115, 122
The Whisper, 27
Windermere, Lake, 23, 24
woodwork, 45, 72, 85, 88-9, 103
Wright, Wilber and Orville, 15

X

Xirallic® paint, 93

www.rolls-roycemotorcars.com

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.

1980

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

1970

1971

Corniche convertible.

1977

Silver Shadow II.

1982

Silver Cloud III: twin headlights.

1973

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

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.

2004
100EX.

2007
Phantom Drophead Coupé.

1992
Corniche IV.
Touring Limousine.

1996
Park Ward Limousine.

2000

2003
01 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
launched.

2010



2011

Centenary of Rolls-Royce
Spirit of Ecstasy.

2020

2013

Wraith announced.

2011

Ghost Extended
Wheelbase.



www.rolls-roycemotorcars.com