



# 118 YEARS OF EXCELLENCE

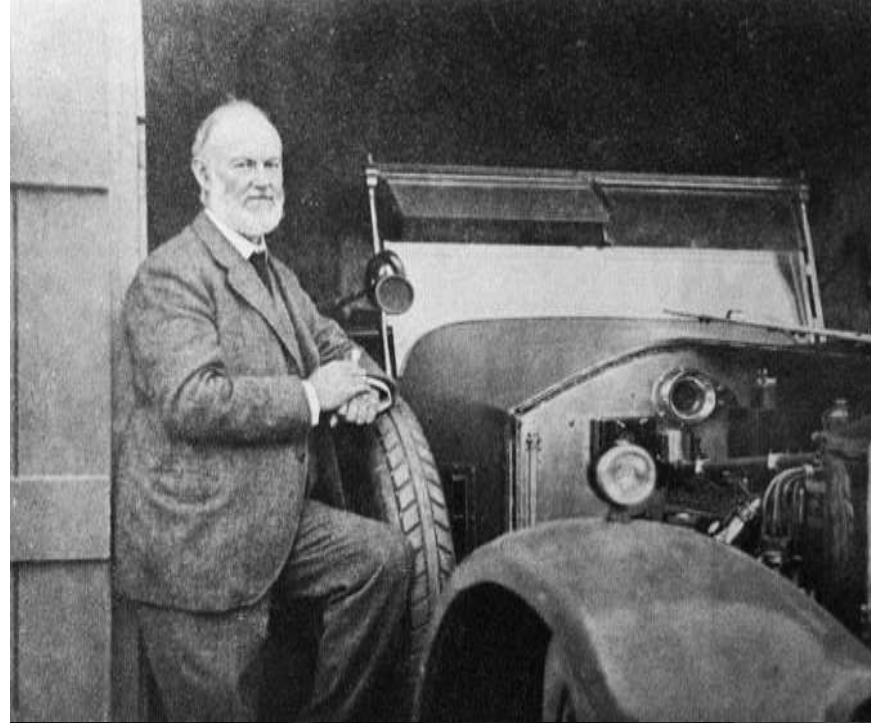
OCTOBER 2022

ROLLS-ROYCE  
MOTOR CARS



# OUR HERITAGE

- **1904:** Charles Rolls and Henry Royce first meet, creating Rolls-Royce: one of the **most famous brand names** in the world.
- **1907:** Silver Ghost hailed as **“The best car in the world”** for its silence, reliability and durability.
- **1911:** **Spirit of Ecstasy**, the ‘graceful little goddess’, adorns the bonnet of each Rolls-Royce.
- **1916:** First Rolls-Royce **aero engine**
- **1920s:** The marque’s ‘R’ engine secures records on land, air and water.
- **1973:** Automotive and aero-engine division separated, creating **Rolls-Royce Motors** and Rolls-Royce plc.





# CUSTODIANSHIP BY BMW GROUP

- 28 July 1998: BMW Group acquires the Rolls-Royce Motor Cars marque, effective 1 January 2003.
- 1 January 2003:  
First Goodwood-produced Rolls-Royce Phantom is handed to its new owner at the stroke of midnight.  
Phantom repositioned the brand where it ought to be – at the pinnacle of the automotive spectrum.
- 2011: Experimental Car 102EX to explore all-electric Rolls-Royce.
- 2017: Phantom VIII - A new Phantom after 14 years, proving that Rolls-Royces don't follow automotive lifecycles.
- 2017: Sweptail –  
First new Coachbuild Rolls-Royce.



# PRODUCT PORTFOLIO

A Rolls-Royce for every occasion



## PHANTOM / PHANTOM EXTENDED

2017 | The world's pinnacle luxury product. The first Rolls-Royce built on the Rolls-Royce Architecture of Luxury. A new expression, Phantom Series II, was launched 2022.



## CULLINAN

2018 | The first all-terrain Rolls-Royce SUV that makes luxury off-road travel a reality.

## GHOST / GHOST EXTENDED

2020 | The purest expression of Rolls-Royce and the most technologically advanced Rolls-Royce yet.



## DAWN\*

2015 | A drophead coupé without compromise.



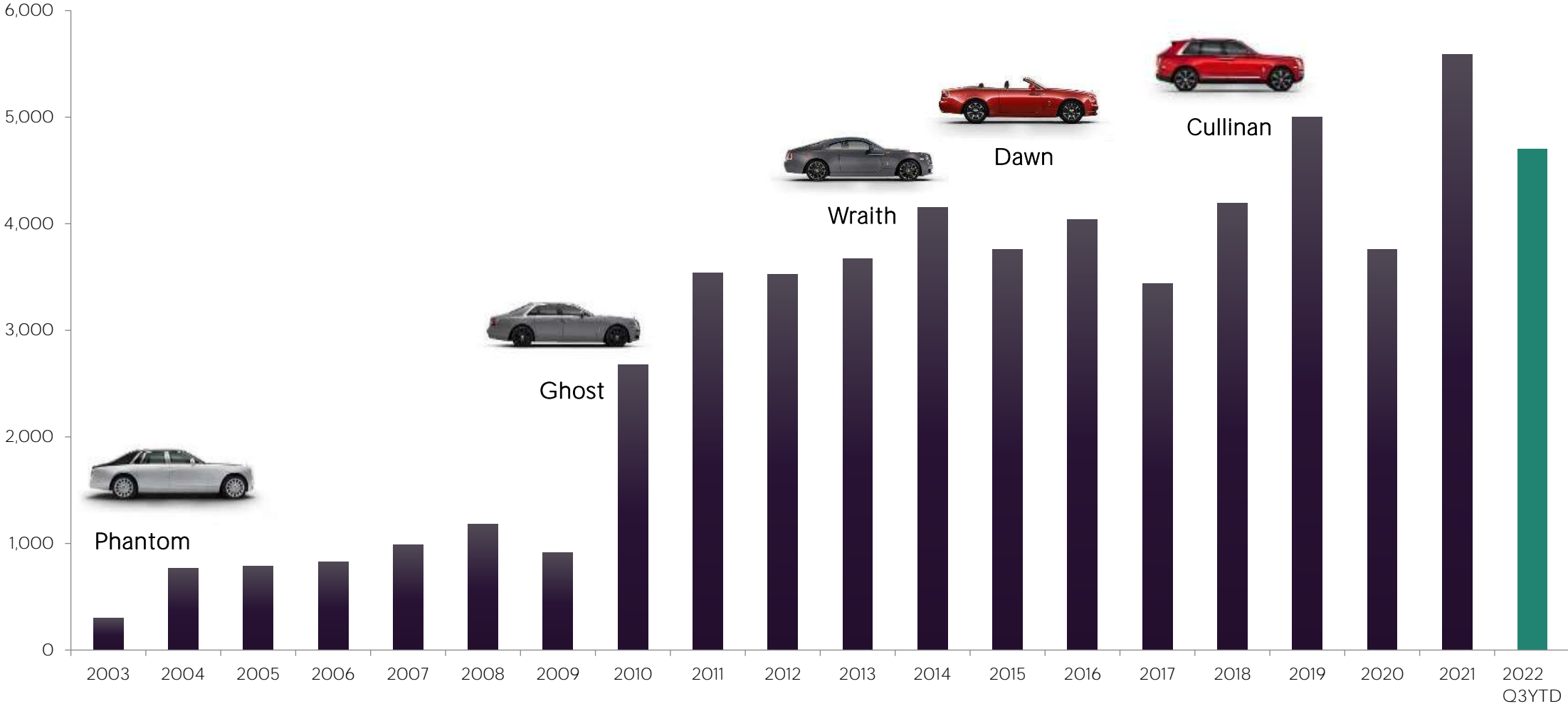
## WRAITH\*

2013 | The ultimate grand tourer.



# UNDISPUTED LEADER IN THE >€250,000 SEGMENT.

Sales in units





# SALES OVERVIEW

- 2021: **Highest sales** in the marque's history, expected to be topped in 2022.
- **Order bank** currently reaches far into 2023.
- Most important **sales regions**: US and China roughly equal share, but also Europe, Asia-Pacific and Middle East.
- High demand for all models, particularly **Ghost and Cullinan**.
- 60% market share in the coveted >€250.000 segment
- Average age of Rolls-Royce clients < 40
- 75% retention rate
- 80% of Rolls-Royces are driven by their owner (20 years ago only 20%).





# BLACK BADGE MODELS

- The alter-ego of Rolls-Royce: assertive, dynamic and potent.
- **Engineering changes** for a more spirited driving experience.
- Appeals to the marque's **younger clients**.
- Includes **four models**: Black Badge Ghost, Black Badge Cullinan, Black Badge Dawn\* and Black Badge Wraith\*.
- In Europe, around **half of model sales** are Black Badge variants.



\*Black Badge Dawn and Black Badge Wraith will be discontinued in 2022.



# BESPOKE

- The Jewel in the Crown of Rolls-Royce.
- A Rolls-Royce serves as a canvas onto which clients reflect their **personal tastes, express ambitions and define legacies.**
- The Bespoke treatment of a Rolls-Royce elegantly reflects its status as “**The best car in the world**” while stylishly expressing the personality and values of its commissioning client.
- Every car that leaves the Home of Rolls-Royce has **some form of Bespoke.**
- Bespoke commissions are at record levels.
- The **Rolls-Royce Bespoke Collective** – designers, engineers and craftspeople – are realising clients’ ever more ambitious commissions.





# COACHBUILD

- **Ultimate model** in Rolls-Royce portfolio: a highly distilled expression of Rolls-Royce Bespoke.
- Coachbuilding has been an **intrinsic part** of Rolls-Royce's DNA since the **very early days**.
- Clients are **intimately and personally involved** at each step of the creative design and engineering process.
- Opportunity to commission a product of **future historic significance**, and then participate in every detail of its creation, ensuring it is as unique as the client themselves.
- Enabled by highly flexible **Architecture of Luxury**.



# ARCHITECTURE OF LUXURY

- Rolls-Royce proprietary spaceframe chassis architecture.
- Provides **flexibility and scalability**.
- Basis for all Phantom, Ghost, Cullinan, Spectre and Coachbuild models, as well as future Rolls-Royce motor cars.
- Delivers **incomparable** ride quality, acoustic characteristics, passenger comfort, exterior presence and interior space.
- **Aluminium** selected due to lightweight qualities and higher acoustic impedance.





# ALL-ELECTRIC FUTURE

- Founder, Charles Rolls, prophesied an **electrified future** for automobiles in 1900 – declaring electric drive to be ideal.
- Follows **all-electric Vision Cars 102EX (2011) and 103EX (2016)**.
- Spectre represents the marque's **most significant product** since the founders first met on 4 May 1904.
- Customer deliveries will commence in the **fourth quarter of 2023**.
- **By 2028**, we expect around **70%** of the new cars we sell will be **fully electric**. **By 2030** we will **no longer** be in the business of producing internal combustion engine products.





# GLOBAL DEALER NETWORK

- Motor cars sold in more than **50 countries** from a network of **133 dealerships and boutiques**.
- **Private Office** at Goodwood builds upon dealer-customer relationship to provide **special service levels** for highly Bespoke and other outstanding commissions.
- Newly opened **Private Office Dubai** hosts the first Bespoke Designer and Bespoke Client Experience Manager located permanently outside Goodwood, supporting local dealer partners.
- **Whispers**: the ultimate social media experience for owners only, meeting the demands and delighting the tastes of the global client network.

