118 YEARS OF EXCELLENCE

OCTOBER 2022
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


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.

PROD UCT P OR TFO LIO
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.

*Dawn and Wrath will be discontinued in 2022.
UNDISPUTED LEADER IN THE €250,000 SEGMENT.
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%).
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, prophesised 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.