ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE SPECTRE UNVEILED: THE MARQUE'S FIRST FULLY-ELECTRIC MOTOR CAR

18 October 2022, Goodwood, West Sussex

- Rolls-Royce debuts Spectre, the marque's first fully-electric motor car
- Spectre is a prophecy fulfilled, a promise kept and an undertaking completed
- Spectre "demonstrates how perfectly Rolls-Royce is suited to electrification"
- Spectre heralds the beginning of all-electric era for Rolls-Royce Motor Cars
- Built on the Rolls-Royce all-aluminium Architecture of Luxury
- Spectre uses new SPIRIT software architecture with full Whispers integration
- World's first Ultra-Luxury Electric Super Coupé is spiritual successor to Phantom Coupé
- First customer cars to be delivered in the fourth quarter of 2023

"Spectre possesses all the qualities that have secured the Rolls-Royce legend. This incredible motor car, conceived from the very beginning as our first fully-electric model, is silent, powerful and demonstrates how perfectly Rolls-Royce is suited to electrification. Spectre's all-electric powertrain will assure the marque's sustained success and relevance while dramatically increasing the definition of each characteristic that makes a Rolls-Royce a Rolls-Royce.

"At Rolls-Royce Motor Cars, perfection is about more than making the very best products. It is

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Spectre is not only an historic moment for Rolls-Royce, but also an historic moment for electrification with Spectre, the marque confirms that the technology has reached a standard that can contain the Rolls-Royce experience. To that end, Rolls-Royce has confirmed that by the end of 2030 its entire product portfolio will be fully-electric.

THE FUTURE BEGINS

Spectre is more than a motor car. It is a statement of intent and a symbol of a bright, bold future as Rolls-Royce progresses into an all-electric era. This commitment to an all-electric powertrain will only enhance the Rolls-Royce experience instant torque, silent running and the sense of one imperceptible gear have defined the characteristics of an extraordinary canon of products dating back to the very first Rolls-Royce, the 1904 10 H.P.

With Spectre, Rolls-Royce has harnessed a revolutionary 'Decentralised Intelligence' system

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principal sketches for Spectre, the marque's creatives were drawn to modern yacht concepts, specifically the clarity and precision of line, intelligent use of reflection and application of taper to emotionalise silhouettes.

From the front, the wide, split-level Spectre spirit echoes the dynamism bestowed on a Rolls-Royce. The vanes of the Pantheon grille are now smoother in section and a flusher fit, designed to help guide the air around the motor car's front.

The relaxed angle and polished stainless steel finish of the grille does much to enhance Spectre's presence using environmental reflection. Along with an aero tuned Spirit of Ecstasy figurine itself the product of 830 combined hours of design modelling and wind tunnel testing the grille enhances the motor car's unprecedented drag coefficient, which at just 0.25cd makes Spectre Rolls-Royce's most aerodynamic motor car, ever.

This intelligent treatment has been married to the iconography of Spectre's spiritual predecessor, the Phantom Coupé. Spectre clearly acknowledges its forebear with its generous proportions and split headlight treatment a contemporary Rolls-Royce design tenet. Spectre's sharp daylight running lights emphasise the motor car's imperious two-metre width and are offset with lower lamp clusters that appear darkened, at first glance, but hide jewellery box-like darkened chromium housings for the headlights. To affirm Spectre's expression after dark, the grille is softly illuminated, with 22 LEDs lighting up the sandblasted rear side of each of the vanes, their gentle glow reflected in the polished front surfaces for a subtle and three-dimensional night signature.

In profile, the sharp, vertical bow line at the front of Spectre draws the eye rearward to its monolithic flanks. The lower line known as the borrows directly from yacht design. Instead of exaggerating movement with busy detailing or appliqués, Spectre's coachwork gently tucks into the sill, lightening the surfacing and creating an uncomplicated sense of motion by reflecting the road passing beneath it, much as the hull of a racing yacht reflects the ocean as it cuts through water. This 'waft line' is the visual representation of the 'magic carpet ride' and its upwards sweep toward the front is inspired by the gently lifting bow of an accelerating power boat.

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The silhouette's most dramatic feature is Spectre's fastback, which recalls the most evocative motor cars and watercraft in history. The seamlessness of the greenhouse surfacing significantly contributes to achieving the lowest drag coefficient ever for a Rolls-Royce. Following the roofline back, the tail lamps are set into the largest single body panel ever produced for a Rolls-Royce, which extends from the A-pillar to the luggage compartment. The jewel-like vertical tail lamps themselves are colourless for neutrality, in anticipation of the myriad of colourways selected by clients during the commissioning process. Their precision and reduced dimension complement the generous flow of the bodywork from the muscular shoulders backwards into the tail section with its characteristic tapering plan view.

The proportional demands of Spectre's scale required Rolls-Royce to embolden its wheel strategy. Spectre is the first production two-door coupé to be equipped with 23-inch wheels in almost one hundred years.

Spectre is provisioned with the most technologically advanced Bespoke features yet, inside drawing inspiration from the timeless mystique of the night's sky. For the first time on a series production Rolls-Royce, Spectre is available with Starlight Doors, which incorporate 4,796 softly illuminated 'stars'. The coach doors can also be commissioned with a backdrop of wood Canadel Panelling, which takes its name from the cove in the South of France where Sir Henry Royce and his design team spent their winters.

The ethereal night time theme continues with Spectre's Illuminated Fascia. Developed over the course of two years and more than 10,000 collective hours, it incorporates the Spectre nameplate surrounded by a cluster of over 5,500 stars. Located on the passenger side of the centre motor car is not operational dashboard, the luminations are completely invisible w

Alongside the extraordinary, illuminated surfaces, Spectre is equipped with a completely redesigned digital architecture of luxury named SPIRIT, presented in quintessential Rolls-Royce style. Not only will SPIRIT manage the motor car's functions, but it is seamlessly integrated into the marque's Whispers application, allowing clients to interact with their car remotely, and receive live information curated by the marque's luxury intelligence specialists.

For the first time ever, clients are now able to extend their Bespoke commission beyond the physical world and into the digital architecture that underpins SPIRIT. Inspired by the marque's

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clients' love of bespoke timepieces, the colour of the dials can now complement the interior hue of the motor car.

As with all Rolls-Royce motor cars, Spectre's interior suite offers clients near-infinite Bespoke possibilities. The all-new front seat design has been inspired by British tailoring, with lapel sections that can be rendered in contrasting or matching colours to the main base. Bespoke stitching, embroidery and intricate piping has, as ever, been considered in their inception.

ALL-ALUMINIUM ARCHITECTURE OF LUXURY

2003 saw the first Goodwood-era Phantom, built upon its own Bespoke architecture. This renaissance of the brand was Rolls-Royce 1.0. Following this, the 'Architecture of Luxury' was conceived – a new, highly flexible all-aluminium spaceframe architecture, and visionary feat of engineering, that could be tailored for electric drive, as well as today's Phantom, Cullinan and Ghost models, and Coachbuild projects. This expansion of the marque's offering was Rolls-Royce 2.0. The ability to tailor the Architecture of Luxury for electric drive was a fundamental consideration when it was first conceived. However, it is only now that electric drive technology is advanced enough to fulfil the Rolls-Royce experience. The introduction of a fully-electric powertrain and Decentralised Intelligence into the marque's portfolio represents Rolls-Royce 3.0 and the beginning of the bold new all-electric era.

By ensuring from the outset that the Architecture of Luxury could be tailored to the requirements of an all-electric Rolls-Royce, the marque's engineers ensured the continuity of experience from its current portfolio, each evolution of which has done much to secure the brand's ongoing global success. Indeed, the inherent flexibility of the architecture and ease of integration of an electric powertrain has freed engineers, designers and craftspeople to focus on the quality of experience, authenticity of design and innovation in Bespoke.

For Spectre, Rolls-Royce engineers have unlocked further benefits. The sophisticated extruded aluminium sections and integration of the battery into the structure of the motor car enable it to be 30% stiffer than any previous Rolls-Royce. The flexibility of the architecture has also allowed engineers to place the floor halfway between the sill structures rather than on top or

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underneath them. A channel has been created for wiring and climate control pipework between the battery and the floor, with the battery mounted underneath, providing a perfectly smooth underfloor profile. This not only creates a low seating position and enveloping cabin but realises a secondary function for the battery almost 700kg of sound deadening.

DIGITAL ENGINEERING

For Spectre, Rolls-Royce's engineers have seen much of their discipline pivot from the workshop to the digital space. Spectre is the most connected Rolls-Royce in history, and in harnessing the power of the motor car's remarkable Decentralised Intelligence processing capabilities there is more requirement than ever for expert human experience.

To ensure the continuity of the Rolls-Royce experience, as well as its progression, the marque selected the most experienced test and development engineers to lead the project, some of whom have been with the marque for more than two decades and were responsible for creating the first 'Goodwood-era' Phantom. These engineers describe the experience offered by Spectre as akin to "Rolls-Royce in high definition" on account of the speed and accuracy of the motor car's response to a worldwide spread of road and weather conditions.

For this to be realised, a dedicated control has been handmade for each of the 141,200 sender-

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SPECTRE CO_2 EMISSIONS AND CONSUMPTION FIGURES

WLTP: Power consumption: 2.9 mi/kWh. / 21.5 kWh/100km*

Electric range: 323 miles / 520 kilometres*

Co_2 emissions 0 g/km.

*Preliminary data not yet confirmed, subject to change.

1. Official data on fuel consumption, CO_2 emissions, power consumption and electric range were determined in accordance with the mandatory measurement procedure and comply with Regulation (EU) 715/2007 valid at the time of type approval.

2. WLTP information takes into account any special equipment in ranges. For vehicles that have been type tested since January 1st, 2021, the official information no longer exists according to the NEDC, but only according to the WLTP. For more information on the WLTP and NEDC measurement procedures, see WLTP: new times, new rules.

Further information on official energy and fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Guide to Fuel Consumption, CO_2 Emissions and Electricity Consumption of New Passenger Cars", which is available at all sales outlets free of charge and at http://carfueldata.direct.gov.uk/ in the United Kingdom, http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html in Germany and/or your local government authority.

FURTHER INFORMATION

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