**Rolls-Royce**

## Media Information

**THE WRAITH KRYPTOS COLLECTION**

**A LABYRINTH OF COMPLEX CIPHERS**

**7th July 2020, Goodwood, West Sussex Under Embargo 12pm BST**

* Rolls-Royce invites clients to decipher encrypted messages within unique new Collection Car
* Wraith Kryptos Collection incorporates series of secret messages
* Only two people know the answer and what the cipher will reveal
* A sealed envelope in the Chief Executive’s safe holds the key to the code

Rolls-Royce Collection Cars are poetic embodiments of artistry and skill, envisioned at the hands of the marque’s accomplished designers. They are illustrative of the Bespoke Collective’s mastery of their craft, and extremely limited in number. Incorporating only the finest materials and contemporary applications, Rolls-Royce Collection Cars are executed with creative passion and technical precision. These cars capture clients’ imaginations around the world, joining the chronicles of some of the greatest and most storied Rolls-Royces ever to have been created.

Design is naturally the starting point for these endeavours. For the new Wraith Kryptos Collection, one designer’s passion for cryptography led to Wraith becoming a willing canvas for an intricate and clandestine design. The Wraith Kryptos Collection, which will consist of just 50 motor cars, incorporates a labyrinth of complex ciphers into its beguiling façade.

Rolls-Royce Bespoke Designer, Katrin Lehmann, commented, “The name Kryptos is derived from Ancient Greek, referring to something unseen, hidden and coded, mythical even. Ciphers can be traced through millennia, capturing the imagination of some of the world’s most brilliant minds.

As a designer, I’ve always been fascinated by the notion that you can communicate messages that are understood by only an elite few, using symbols, pictograms, and ciphers. Finding the key becomes integral to appreciating the full meaning of an item that can otherwise be viewed simply as a work of art.”

The Wraith Kryptos Collection carries within it an encrypted cipher that evolves throughout the car for the clients’ pleasure and amusement, leading them on a journey of discovery and intrigue. To the uninitiated, these ciphers appear, on the surface at least, to be an alluring design purely for aesthetic purposes and devoid of any discernible pattern. However, for those that look closer, those few who hold the key, they will embark on an experience that leads to an enlightening conclusion.

Torsten Müller-Ötvös, CEO, Rolls-Royce Motor Cars, commented, “The brilliant and creative minds of our Rolls-Royce Bespoke Collective have excelled once again, creating an extraordinarily contemporary and compelling iteration of Wraith. The Wraith Kryptos Collection, on first glance, is a statement of dynamism. On closer examination, a series of messages are hidden behind a unique Rolls-Royce cipher. I look forward to seeing whether any of our clients will crack the code!”

Indeed, the code is so secret that only two people at the Home of Rolls-Royce in Goodwood know the full resolution of the sequence – the designer and the Chief Executive. The answer has been placed in a sealed envelope, in the safe of the Chief Executive Officer, at the Home of Rolls-Royce, in Goodwood, West Sussex. Clients will be invited to submit their efforts at cracking the code via the members only Rolls-Royce Application, *Whispers.*

The cryptographic journey begins with the Spirit of Ecstasy, which has graced the bonnet of the marque’s motor cars for over a century. An engraving with green enamel detailing introduces the Rolls-Royce cipher on the base of the enigmatic figurine. Below, recrafted bumper inserts draw the eye lower, subtly modifying both the gesture and posture of Wraith, giving this Collection an identity of its own.

The alluring colourway of the Collection hints at the car’s inner-most secrets. Delphic Grey, a Bespoke exterior hue consisting of a solid Anthracite base colour has a hidden effect – only in sunlight do the blue and green mica flakes appear. This effect is accentuated by a hand-painted double coachline, the upper being painted in the newly developed Kryptos Green while the lower acts as a shadow in Dark Grey, both depicting clues relating to the interior code. Completing the exterior aesthetic are part polished wheels, with Orbit Grey coloured centres featuring a coloured pinstripe.

Inside, stepping over the illuminated treadplates, the cipher evolves deep into the fabric of the motor car. One is immediately greeted by the accented Bespoke Kryptos Green leather hue, which has been developed to incorporate a metallic effect, set against either Selby Grey or Anthracite. In perhaps the most apparent clue, elements of the cipher are embroidered into Wraith’s headrests, where the customary ‘double-R’ emblem can so often be found. For the driver’s enjoyment, an intriguing screen print flows across the metal fascia, spanning the width of the interior.

Enrapturing Wraith’s occupants with light, Wraith Kryptos Collection features a beautifully elaborate, bi-coloured headliner depicting an in-motion data-stream inspired motif. Illuminated door pockets continue this theme with Rolls-Royce woven leather and Kryptos Green threads to reveal an unexpected and subtle illumination that fades towards the base of the pocket. The centre tunnel is exquisitely stitched, repeating the horizontal lines of the door pockets, also hinting towards the driver focused nature of this special motor car.

Rolls-Royce is delighted to unveil this new generation of Collection Car; one that brings with it an intriguing and entertaining challenge, that will be sure to delight. Who will crack the code? And what answers will the code bring? Only time will tell. Or will it?

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**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/).

**Editors’ notes:**

* **Rolls-Royce Motor Cars**Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

**Contacts:**

**Goodwood**

**Director of Global Communications**Richard Carter +44 (0) 7815 244060 richard.carter@rolls-roycemotorcars.com

**Head of Corporate Relations**Andrew Ball +44 (0) 7815 244064 andrew.ball@rolls-roycemotorcars.com

**Head of Global Lifestyle Communications**Emma Rickett +44 (0) 7815 244061 emma.rickett@rolls-roycemotorcars.com

**Head of Global Product Communications**Matthew Jones +44 (0) 7815 245929 matthew.jones@rolls-roycemotorcars.com

**Head of Global Digital, Online & Social PR Communications**Terence Church +44 (0) 7815 245930 terence.church@rolls-roycemotorcars.com

**Regional**

**Asia Pacific – North**Rosemary Mitchell +81 (0) 3 6259 8888 rosemary.mitchell@rolls-roycemotorcars.com

**Asia Pacific – South**Hal Serudin +65 6838 9675 hal.serudin@rolls-roycemotorcars.com

**China**Anna Xu+86 10 84558037 anna.xu@rolls-roycemotorcars.com

**Eastern Europe**Frank Tiemann +49 (0) 89 382 29581 frank.tiemann@rolls-roycemotorcars.com

**Middle East and Africa**Rami Joudi +971 56 171 7883  rami.joudi@rolls-roycemotorcars.com

**North America and South America**Gerry Spahn +1 201 930 8308 gerry.spahn@rolls-roycemotorcarsna.com

**Central and Western Europe**Ruth Hucklenbroich +49 (0) 89 382 60064 ruth.hucklenbroich@rolls-roycemotorcars.com

**Russia**Malika Abdullaeva        +7 916 449 86 22         malika.abdullaeva@press.rolls-roycemotorcars.ru