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| ROLLS-ROYCE | MEDIA INFORMATION |
| rolls-royce LAUNCHES NEW‘PURSUIT SEAT’ ACCESSORY |

1 December 2020, Goodwood, West Sussex Under Embargo 9am BST

* Latest Rolls-Royce accessory reimagines traditional Pursuit Seat for a contemporary world
* Embossed Rolls-Royce leather seat, coloured to match or contrast with the car’s interior
* Created with contemporary craft materials including carbon fibre and polished aluminium
* Concealed torch bears double-R Badge of Honour

“*We have applied Sir Henry Royce’s maxim, ‘Take the best that exists and make it better’, to a quintessentially British product. Elevated to Rolls-Royce’s precise and exacting standards yet true to the original concept, the Pursuit Seat has been reimagined for a contemporary world. Our clients can now enjoy the comfort of a Rolls-Royce seat, no matter the activity or where it may lead.*

*“We look to create accessories that enhance our clients’ lifestyles. Like every Bespoke commission, each detail of the Pursuit Seat has been minutely considered and meticulously designed, then handcrafted using the very finest materials. The marriage of carbon fibre, polished aluminium and Rolls-Royce leather demonstrates the art of contemporary craftsmanship.”*

**Matthew Danton, Rolls-Royce Bespoke Designer**

The comfort of a handmade leather seat is no longer confined to the interior of a Rolls-Royce motor car, following the release of the marque’s latest Bespoke accessory.

The new Pursuit Seat is a contemporary reimagining of the traditional portable seat, designed by the Bespoke Collective at the Home of Rolls-Royce, in Goodwood, West Sussex. True to the spirit of the original, the Pursuit Seat offers instant, portable comfort in town or country, bringing ease and style to clients’ ever diversified lifestyles. A perfect perch for flying a drone, painting a landscape or simply pausing to take in the view, the Pursuit Seat is the latest accessory designed to enhance the lifestyle experience of Rolls-Royce clients.

Akin to a Rolls-Royce motor car, only the finest materials applied with utmost precision and skill are considered when designing a Rolls-Royce accessory. The Pursuit Seat’s main support is made from carbon fibre and polished aluminium, for an optimal strength-to-weight ratio. With a fully height-adjustable seat, the accessory is designed with the utmost comfort in mind.

Should one find oneself at an outdoor performance, or even trackside at a motorsport event, a discrete pocket on the outer leather seat provides a safe repository for tickets. In case of extra time, encores and curtain-calls, a slim aluminium torch, finished with the double-R Badge of Honour, is stored in the hinge of the seat, ensuring safe passage back to your motor car.

The seat is made from the finest Rolls-Royce leather and embossed with the Spirit of Ecstasy. Clients can choose from an array of Bespoke colours to match, or contrast, with their car’s interior.

The gently flared aluminium ferrule on the end of the stick provides a solid grip on hard surfaces, while the retractable spike, cleverly concealed within, offers the same security on grass and other soft ground.

The Pursuit Seat fits perfectly within the Cullinan Recreation Module, reflecting the car’s #EffortlessEverywhere character; its compact dimensions and elegant leather case also allow it to be stowed unobtrusively in any Rolls-Royce motor car.

The Pursuit Seat is available to purchase individually or as a pair through the [Rolls-Royce Boutique](https://www.rolls-roycemotorcars.com/en_GB/boutique/all-accessories/rolls-royce-pursuit-seat.html) and at dealerships worldwide. Prices for an individual seat start from 6,581 GBP, excluding local taxes.

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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.

## EDITORS’ NOTES

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.

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