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| ROLLS-ROYCE | MEDIA INFORMATION |
| INSPIRING GREATNESS: CHARLIE SIEM |

15 January 2021, Goodwood, West Sussex Under Embargo 12pm GMT

* Rolls-Royce releases latest instalment of ‘Inspiring Greatness’ series
* Series features those who rewrite the boundaries of greatness
* Virtuoso violinist Charlie Siem discusses inspiration and pursuit of perfection
* Includes footage from rehearsals and driving Wraith in the English countryside

*“The Rolls-Royce ‘Inspiring Greatness’ series shines a light on individuals at the pinnacle of their respective fields. At Rolls-Royce we empathise with their dedication, courage, commitment and vision, and revel in the creative dialogue the series ignites.*

 *“Charlie Siem defines what it means to be a classical musician in the modern era. His sensibilities are founded in tradition by those who have inspired him – not least, by Yehudi Menuhin, yet his mastery and musical delivery engage new audiences – all of which we can relate to as a marque.”*

**Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars is delighted to present the latest in its series of ‘Inspiring Greatness’ films, in which classical violinist Charlie Siem discusses the physical and mental challenges of performing some of the most famous, technically demanding and emotionally powerful music ever written.

Born in London to a Norwegian father and British mother, Siem began learning the violin aged just three, after hearing Beethoven’s Violin Concerto played by the great Yehudi Menuhin. Having been awarded a degree in music from the University of Cambridge, he then studied violin under Itzhak Rashkovsky at the Royal College of Music. A highly sought-after soloist, teacher and recording artist, Siem has performed with leading orchestras and chamber ensembles all over the world.

The film explores how Siem seeks to connect with and personify music, transcending the physical act of playing his instrument to express the music directly. Naturally, he speaks reverently of his violin – the 1735 Guarneri del Gesù known as the ‘D’Egville’ – which he refers to as ‘an extension of his body’. Though perhaps less immediately well-known than their contemporaries made by Antonio Stradivari, Guarneri violins are equal in greatness, even favoured by some performers, including Siem’s inspiration Yehudi Menuhin.

Later in the film, Siem encounters the excellence of Rolls-Royce, relishing the opportunity to experience what he calls the ‘majesty’ of Wraith on a drive through the British countryside. “*It’s incredibly impressive and indulgent to be sitting in this luxurious cabin, hearing almost nothing, with all this power right in front of you,*” he enthuses.

‘Inspiring Greatness’ is an exploratory series from Rolls-Royce sharing a collection of aspirational stories from those who rewrite the boundaries of greatness. Previous episodes include Michelin-starred chef Tom Sellers, photographer and explorer Cory Richards and media artist Refik Anadol. Most recently the series featured British writer, photographer and explorer Levison Wood.

Watch the full series at [rolls-roycemotorcars.com](https://www.rolls-roycemotorcars.com/content/rrmc/marketUK/rollsroycemotorcars_com/en_GB/inspiring-greatness.html).

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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.

CONTACTS | GOODWOOD

**Director of Global Communications**
Richard Carter
+44 (0) 1243 384060
richard.carter@rolls-roycemotorcars.com

**Head of Corporate Relations**Andrew Ball
+44 (0) 1243 384064
andrew.ball@rolls-roycemotorcars.com

**Head of 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

CONTACTS | 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

**Northern Europe and Scandinavia**
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