|  |
| --- |
| ROLLS-ROYCE | MEDIA INFORMATION |
| LOW MODE |

* Transforms character of a Rolls-Royce at the touch of a button
* Low Mode augments steep descent by shifting gears 25% faster
* For Black Badge Low Mode enables gear shifts 50% faster and a bolder aural character

ROLLS-ROYCE LOW MODE

The Rolls-Royce driving experience is characterised by the feeling of one imperceptible and endless gear. However, there are occasions when the driver requires more immediacy or a different dynamic profile in response to terrain and conditions. For these moments,
Rolls-Royce has engineered ‘Low Mode’.

On pressing a button conveniently located on the inside of the gear lever, the transmission will shift gears up to 25% faster. This delivers more immediate acceleration and amplifies the effect of engine braking. The result of increased RPM in lower gear when faced with steep gradients is a greater sense of control of the car’s speed, particularly in descents.

ROLLS-ROYCE BLACK BADGE LOW MODE

Black Badge represents an amplification of the Rolls-Royce driving experience in response to demand for more urgency to match a bolder, darker, more engineering-led aesthetic.

Once the Low button is depressed, the full potential of Black Badge is unleashed, amplifying a purposeful character within the motor car. It achieves this by holding gears longer when accelerating, and when braking downshifts are made faster to ensure the full spectrum of power is made available from the Black Badge’s characteristic V12.

Rolls-Royce has engineered a highly responsive suite of technologies to create an experience that responds to the intent of the driver. This means, when the throttle is depressed to 90% with ‘Low Mode’ engaged, gearshift speeds are increased by 50%, delivering power with more immediacy.

AURAL CHARACTER

Every Rolls-Royce represents a profound collaboration between brand and customer. In Black Badge’s conception this was extended from the design atelier to the engineering studio. This bold, new sub-set of clients demanded a more prominent expression of the engine’s aural character.

Rolls-Royce’s engineers worked exhaustively in the knowledge that this meant so much more than simply more noise. This approach – the result of more than two years of careful tuning – yielded a baritone sound that perfectly communicates the character of Black Badge as a subversive statement without betraying the sovereignty of the Rolls-Royce experience.

For clients who wish to enjoy the full Black Badge soundscape when stationary, the exhaust flaps remain open in ‘Park’ and ‘Neutral’ when ‘Low Mode’ is selected, allowing them to showcase the aural character of the car through enthusiastic depression of the throttle pedal.

-ENDS-

TECHNICAL SPECIFICATIONS

**Phantom:**
NEDCcorr (combined) CO2 emission: 329-328 g/km; Fuel consumption: 19.5-19.6 mpg / 14.5-14.4 l/100km
WLTP (combined) CO2 emission: 356-341 g/km; Fuel consumption: 18.0-18.8 mpg / 15.7-15.0 l/100km

**Phantom Extended:**
NEDCcorr (combined) CO2 emission: 330-328 g/km; Fuel consumption: 19.5 mpg / 14.5 l/100km
WLTP (combined) CO2 emission: 361-344 g/km; Fuel consumption: 17.8-18.6 mpg / 15.9-15.2 l/100km

**Cullinan:**NEDCcorr (combined) CO2 emission: 341 g/km; Fuel consumption: 18.8 mpg / 15.0 l/100km
WLTP (combined) CO2 emission: 377-355 g/km; Fuel consumption: 17.0-18.1 mpg / 16.6-15.6 l/100km

**Ghost:**NEDCcorr (combined) CO2 emission: 343 g/km; Fuel consumption: 18.8 mpg / 15.0 l/100km
WLTP (combined) CO2 emission: 347-359 g/km; Fuel consumption: 17.9-18.6 mpg / 15.2-15.8 l/100km.

**Wraith:**NEDCcorr (combined) CO2 emission: 365-363g/km; Fuel consumption: 17.7-17.8 mpg / 16.0-15.9 l/100km
WLTP (combined) CO2 emission: 369-357g/km; Fuel consumption: 17.3-17.9mpg / 16.3-15.8l/100km

**Dawn:**
NEDCcorr (combined) CO2 emission: 372-367g/km; Fuel consumption: 17.3-17.5 mpg / 16.3-16.1 l/100km
WLTP (combined) CO2 emission: 381-367 g/km; Fuel consumption: 16.7-17.4 mpg / 16.9-16.2 l/100km

 **Wraith Black Badge:**
NEDCcorr (combined) CO2 emission: 367 g/km; Fuel consumption: 17.5 mpg / 16.1 l/100km;
WLTP (combined) CO2 emission: 370-365 g/km; Fuel consumption: 17.2-17.4 mpg / 16.4-16.2 l/100km

**Black Badge Cullinan:**
NEDCcorr (combined) CO2 emission: 341 g/km; Fuel consumption: 18.8 mpg / 15.0 l/100km
WLTP (combined) CO2 emission: 377-355 g/km; Fuel consumption: 17.0-18.1 mpg / 16.62-15.6 l/100km

**Dawn Black Badge:**
NEDCcorr (combined) CO2 emission: 371 g/km; Fuel consumption: 17.3 mpg / 16.3 l/100km
WLTP (combined) CO2 emission: 382-380 g/km; Fuel consumption: 16.7-16.9 mpg / 16.9-16.8 l/100km

## 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**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [**YouTube**](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [**Instagram**](https://www.instagram.com/rollsroycecars/); and [**Facebook**](https://www.facebook.com/rollsroycemotorcars).

## 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 / **Email**

**Head of Corporate Relations**Andrew Ball
+44 (0) 7185 244064 /**Email**

**Head of Global Lifestyle Communications**Emma Rickett
+44 (0) 7815 244061 / **Email**

**Head of Global Product Communications**Matthew Jones
+44 (0) 7815 245929 / **Email**

CONTACTS | REGIONAL
 **Asia Pacific – North**
Rosemary Mitchell
+81 (0) 3 6259 8888 / **Email**

**Asia Pacific – South**
Hal Serudin
+65 8161 2843 / **Email**

**Central and Western Europe**
Ruth Hilse
+49 (0) 89 382 60064 / **Email**

**Central/Eastern Europe and CIS**
Frank Tiemann
+49 (0) 160 9697 5807 /**Email**

**China**
Anna Xu
+86 10 84558037 / **Email**

**Middle East and Africa**
Rami Joudi
+971 56 171 7883 /**Email**

**Russia**
Malika Abdullaeva
+7 916 449 86 22 / **Email**

**The Americas**
Gerry Spahn
+1 201 930 8308 / **Email**