ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE ADDS BLACK BADGE VARIANTS

TO ESCAPISM LUGGAGE RANGE

20th July 2021, Goodwood, West Sussex **Embargoed until 1pm BST**

* Rolls-Royce Motor Cars introduces Black Badge variant to its Escapism luggage range
* Collection comprises 48hr Weekender, 24hr Weekender, Holdall, Tote Bag and Organiser Pouch, available as a five-piece set or individually
* Designed at the Home of Rolls-Royce to combine fine leather and a new material inspired by the unique technical weave first developed for Cullinan Black Badge
* Available in an array of colours, including bold colourways taken from the Black Badge palette
* Designed for informal travels and spontaneous adventures, reflecting the bold, self-confident and self-reliant spirit of Rolls-Royce Black Badge motor cars

*“Cullinan, Wraith and Dawn Black Badge present our motor cars' darker, edgier personas, appealing directly to a generation of bold, self-confident people who live life on their own terms. As our global clients begin to traverse the world once again, our new range of Black Badge luggage allows them to complete their distinctive attitude and identity on their adventures as they travel for work and pleasure. And, like the motor cars themselves, these exquisite new pieces represent the very best in Rolls-Royce design, materials and craftsmanship."*

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

Rolls-Royce Motor Cars has added Black Badge editions to its Escapism Luggage Collection. The new luggage is designed to complement the darker, edgier personas of the marque's Black Badge motor cars, which cater to patrons with a bold, confident, and uncompromising attitude to life.

The new range complements and extends the marque's Escapism Luggage Collection launched in 2020, for those clients who favour a more informal, relaxed appearance. To appease the Black Badge clients, each piece has been designed from the ground up, reflecting the particular tastes, requirements and personalities of Rolls-Royce’s bold alter ego.

The five new pieces ­– 48hr Weekender, 24hr Weekender, Holdall, Tote Bag and Organiser Pouch ­– are handcrafted from the finest leather and soft canvas, together with a new material inspired by the unique technical-weave fabric first used in the interior of Cullinan Black Badge. This combination gives the luggage a soft, relaxed and informal feel, with a distinctive technical look.

Patrons can choose from colourways which include bold, eye-catching hues from the Black Badge colour palette or more understated tones. Each item is finished with intricate contrast piping detail ­– a first for Rolls-Royce luggage, which clients can personalise if they wish ­– and a metal plaque bearing the Black Badge 'Infinity' lemniscate icon.

The Black Badge Escapism luggage collection can be ordered as a five-piece set or as individual items from Rolls-Royce dealers. Prices for the five-piece set start from 22,075 GBP, excluding local taxes.

- ENDS –

TECHNICAL SPECIFICATIONS

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.

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.

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.

## 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