|  |
| --- |
| ROLLS-ROYCE | MEDIA INFORMATION |

Rolls-Royce Motor Cars celebrates THE RETURN OF MONTEREY CAR WEEK WITH Bespoke CREATIONS

12 August 2021, Monterey, California

* Rolls-Royce Motor Cars showcases Bespoke commissions at 2021 Monterey Car Week
* Bespoke Ghost in Friskee Pink and Cullinan Black Badge in Iced Turchese showcase Bespoke capabilities of marque
* Rolls-Royce Bespoke Atelier on display at ‘The Quail, A Motorsports Gathering’

*“Rolls-Royce Motor Cars is delighted to return to ‘The Quail, A Motorsports Gathering’, for Monterey Car Week 2021. This year, we will present two very special Bespoke commissions; Ghost in Friskee Pink and Cullinan Black Badge in Iced Turchese. I look forward to meeting our esteemed clients and friends of the marque in person, once again, at this year’s gathering. Their passion for exquisite luxury experiences and magnificent creations is stronger than ever, as illustrated by these vibrant and spirited commissions.”*

**Martin Fritsches, President of Rolls-Royce Motor Cars Americas**

As luxury car aficionados convene on California’s Monterey Peninsula for the 70th gathering of Monterey Car Week, Rolls-Royce Motor Cars showcases two unique Bespoke commissions to celebrate the occasion. With a stunning display at ‘The Quail, A Motorsports Gathering,’ the world’s leading luxury brand highlights the latest member of the Rolls-Royce family, Ghost, alongside the sought-after Cullinan Black Badge.

**ROLLS-ROYCE GHOST**

Ghost, the latest iteration of the most successful product in the marque’s 117-year history, is shown this year in Monterey with a bold, colorful finish of Bespoke Friskee Pink. For the first time, this unique color adorns the pure and minimalist form provided by the ‘Post Opulent’ design of Ghost.

Complementing this lively color choice is a restful Navy Blue and Arctic White leather interior that incorporates highlights of a new Rolls-Royce leather hue, Shieda. This bright and bold magenta pink accentuates the long, unbroken lines throughout the cabin, for which Ghost is known. Stitching details in Shieda are found on Ghost’s seats, headrests and leather-encased indicator stalks. Each elegant detail has been considered and thoughtfully placed.

Engineered around the dedicated Rolls-Royce Motor Cars Architecture of Luxury, Ghost features a combination of reductionist design and state of the art technology. Underneath the refined exterior, Ghost is the most technologically advanced Rolls-Royce yet. The new Planar suspension system integrates a unique front upper wishbone damper, Flagbearer digital suspension management and the world’s most advanced Satellite Aided Transmission to deliver the most refined driving experience ever.

**ROLLS-ROYCE CULLINAN BLACK BADGE**

Black Badge is designed for the Rolls-Royce patron who rejects conformity and dares to be different. With a bolder, darker aesthetic, this series of motor cars invites clients to push the boundaries of Bespoke design to match their personality. Yet, Black Badge offers more than alluring design. The marque’s engineers have created a Bespoke dynamic treatment that generates more torque, control and power.

This Cullinan Black Badge features a dramatic Iced Turchese exterior with signature Black Badge detailing, creating a bold and progressive statement. Inside, the colorway is reversed, with swathes of Black leather highlighted with Turchese leather. A Bespoke Turchese lemniscate logo, often described as the ‘infinity’ symbol and the hallmark of Black Badge products, seamlessly blends with the Technical Carbon Veneer and remaining interior elements.

Rolls-Royce Ghost in Friskee Pink and Cullinan Black Badge in Iced Turchese can be seen at ‘The Quail, A Motorsports Gathering’, on Friday, August 13, 2021.

- ENDS -

TECHNICAL SPECIFICATIONS

**Cullinan Black Badge:** 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.

**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.

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 | AMERICAS   
   
Elizabeth Williams   
+1 201 930 8308 / [**Email**](mailto:e@rolls-roycemotorcarsna.comlizabeth.williams)

Gerry Spahn   
+1 201 930 8308 /[**Email**](mailto:gerry.spahn@rolls-roycemotorcarsna.com) / [**LinkedIn**](https://www.linkedin.com/in/gerryspahn/)

CONTACTS | GOODWOOD

**Director of Global Communications**    
Richard Carter   
+44 (0) 1243 384060 / [Email](mailto:richard.carter@rolls-roycemotorcars.com)

**Head of Corporate Relations**   
Andrew Ball   
+44 (0) 7185 244064 / [Email](mailto:andrew.ball@rolls-roycemotorcars.com)

**Head of Global Lifestyle Communications**   
Emma Rickett   
+44 (0) 7815 244061 / [Email](mailto:emma.rickett@rolls-roycemotorcars.com)

**Head of Global Product Communications**   
Matthew Jones   
+44 (0) 7815 245929 / [Email](mailto:matthew.jobes@rolls-roycemotorcars.com)

**United Kingdom**   
Isabel Matthews  
+44 (0) 7815 245127 / [Email](mailto:isabel.matthews@rolls-roycemotorcars.com)