ROLLS-ROYCE | MEDIA INFORMATION

Rolls-Royce Phantom
‘the Six Elements’ COLLECTION
RAISES $1 MILLION FOR CHARITY

8 November 2022, Dubai, United Arab Emirates

* Just one week since the official announcement of Rolls-Royce Phantom ‘The Six Elements’ by Sacha Jafri, all six one-of-one motor cars have found exceptional homes
* Full allocation of these unique Phantom Series II motor cars has raised over $1 million for charity
* Each motoring masterpiece features an exclusive Gallery painted by Sacha Jafri, inspired by one of the five elements: Earth, Water, Fire, Wind and Air, and a ‘sixth element’ inspired by Humanity

Rolls-Royce Motor Cars Dubai and Rolls-Royce Motor Cars Abu Dhabi recently announced its collaboration with Dubai-based, and world-renowned, contemporary artist Sacha Jafri, to create ‘The Six Elements’ Collection: six Rolls-Royce Phantom Series II cars, each featuring a Bespoke piece of art, with an aim of raising $1 million for charities in the health, education and sustainability sectors.

This boundary-pushing collaboration has brought to life an exceptional convergence of art and craftsmanship and, just one week since their announcement, all six motoring masterpieces have been allocated to clients.

*“I am delighted to announce the tremendous success of ‘The Six Elements’: within just one week, all six Phantom motor cars have found exceptional homes in the Middle East. As a result of this success, we have overachieved our main objective of this project, which was to raise $1 million for charity.*

*“An idea born from a phone call, seeing this collaboration come to life and break boundaries is nothing short of inspiring.”***César Habib, Regional Director, Rolls-Royce Motor Cars Middle East & Africa**

**THE ROLLS-ROYCE THAT KEEPS ON GIVING**

The Rolls-Royce Phantom ‘The Six Elements’ motor cars will also feature a unique digital element, with six individual NFTs – an initiative named “The Rolls-Royce That Keeps on Giving”.

The six one-off NFTs are linked to each of the Phantoms, but owners may sell their NFT independently if they choose to do so. With every trade of the NFT, a royalty will be paid into a digital wallet dedicated to charity. In addition, a QR code will be uniquely embedded within the glove compartment of each Phantom Series II, enabling each of the six owners to view the NFT.

*“Rolls-Royce is imbued with excellence, creativity and intention, and I am incredibly proud of the journey we have taken together, culminating in this first-of-its-kind collaboration and creation of the Phantom ‘The Six Elements’ series.*

*“Through my work, I aim to combine the power of art with a stripped-back essence of love and empathy. To inspire a more conscious and intention-filled humanity, striving for a reconnected world, reunited by the common goal of a more hopeful and sustainable future for our planet.*

*“It has been an absolute honour working with designers from the Rolls-Royce Bespoke Collective, from the Home of Rolls-Royce, at Goodwood, to create such a unique project. It is such a proud moment, to see my heart-logo along the coachline of each of the six cars in this stunning Rolls-Royce series; the first Bespoke, artist-created car series for Rolls-Royce, with artist-designed ‘Spirit of Ecstasy’ uniquely featuring my depicted six elements around its base. However, I am most fulfilled by the immediate sell-out of this Collection, the elite group of owners and philanthropists now dedicated to our cause, and the creation of ‘The Rolls-Royce That Keeps on Giving’, forever raising money and awareness for the three main charitable concerns of our world.”***Sacha Jafri, Artist**

Rolls-Royce Phantom ‘The Six Elements’, and the selected charities, will be revealed at an exclusive private event in December 2022.

- ENDS -

TECHNICAL SPECIFICATIONS

* Phantom Series II: NEDC combined: CO2 emissions: 345 g/km; Fuel consumption: 18.7 mpg / 15.1 l/100km. WLTP combined: CO2 emissions: 362-351 g/km; Fuel consumption: 18.2-17.7 mpg / 16.0-15.5 l/100km.

## EDITORS’ NOTES

* **About Sacha Jafri:** Sacha Jafri is a contemporary British artist known for creating the world's largest painting on canvas, Journey of Humanity over seven months during the COVID-19 pandemic in Dubai.

With his work having been shown in the most prominent Art Institutions across the globe. The Dubai-based artist is described as ‘The Pioneer of Magical Realism’ and this century’s true zeitgeist, bringing painting with raw emotion back to the forefront of the art world. Sacha’s work acts as an electric shock to the senses, reminding us of the magic in the mundane and awakening the child within us all.
His recent paintings celebrate the life achievements of Her Majesty Queen Elizabeth II, President Barack Obama, HE Nelson Mandela, David Beckham, and Sir Alex Ferguson. Sacha Jafri is widely regarded as one of the world’s most celebrated living artists and has raised more than $140 million for charities across the world from the sale of his art.
[**https://sachajafri.com/**](https://sachajafri.com/)

* **Rolls-Royce Motor Cars:** 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.

## 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). The official Twitter account for Rolls-Royce Motor Cars Middle East and Africa: [**@RRMC\_MEA**](https://twitter.com/rrmc_mea).

## CONTACTS | Goodwood

|  |  |
| --- | --- |
| **Director of Global Communications** Emma Begley+44 (0) 1243 384060 / Email | **Head of Global Product Communications**Georgina Cox+44 (0) 7815 370878 /**Email** |
| **Head of Corporate Relations**Andrew Ball+44 (0) 7185 244064 / Email | **United Kingdom and Ireland**Isabel Matthews+44 (0) 7815 245127 / Email |

CONTACTS | GLOBAL

|  |  |
| --- | --- |
| **Asia Pacific**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 | **Middle East and Africa** Rami Joudi+971 56 171 7883 / Email  |
| Malika Abdullaeva+7 916 449 86 22 / Email | **The Americas**Gerry Spahn+1 201 930 8308 / Email |