ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS SHOWCASES SPECTRE AT THE ICONIC SALON PRIVÉ, CONCOURS D’ELEGANCE

23 August 2023, Blenheim Palace, Oxfordshire, UK

* Spectre, the marque’s first all-electric super coupé, will be on display at the event
* Ghost will also join the assemblage of motor cars
* A Bespoke Ghost will lead 120-mile Tour Privé around the Cotswolds on 29th August

*“Rolls-Royce Motor Cars is delighted to return once again to Salon Privé, set in the grounds of Blenheim Palace, Oxfordshire. This event is an important occasion in our annual calendar – it is a great celebration of automotive luxury and high-class society, in a beautiful, historical setting. I am delighted to confirm that Spectre, the marque’s first-fully electric car, will be on display at the event – an incredibly agile, remarkably silent, and transformative motor car, that exudes sophistication and cool modern luxury. Alongside Spectre, a vibrant Ghost, presented in a vivacious hue, Tucana Purple, will also be on display. I am very much looking forward to meeting our trusted dealer partners, esteemed clients, and media friends at this highly exclusive Concours d’Elégance.”*

**Boris Weletzky, Regional Director – United Kingdom, Europe, and Central Asia, Rolls-Royce Motor Cars**

From 30th August 2023, patrons of luxury will convene at Blenheim Palace, Oxfordshire for one of the final summer highlights in the luxury calendar: Salon Privé. In recognition of this highly exclusive gathering, Rolls-Royce Motor Cars will showcase Spectre, the world’s first ultra- luxury all-electric super coupé, and Ghost, the most successful product in the marque’s storied 119-year history. Each of these beautiful commissions is indicative of the extensive scope of the marque’s craft, design, and engineering competencies.

**ROLLS-ROYCE SPECTRE**

Spectre represents an exciting new era for the world’s leading luxury marque – the beginning of a bold all-electric age. Almost two years ago, Rolls-Royce Motor Cars made an historic announcement, declaring its commitment to electric technology: in 2023, the brand would launch its first-fully electric car, and by the end of 2030 the marque’s entire portfolio of cars will be all-electric. Since this momentous announcement, Spectre has been on a remarkable journey, undergoing a rigorous testing programme, in extreme conditions and temperatures, spanning 2.5million kilometres, simulating more than 400 years of use. Spectre has also received overwhelmingly positive feedback from the world’s media, following its global launch in California earlier this summer.

At this year’s Salon Privé, Spectre will be presented in a bright expression of Wittering Blue with a vibrant Mandarin Coachline, illustrating the contemporary yet luxurious essence that exists at the very heart of Rolls-Royce Motor Cars. Upon opening the doors, one encounters an interior suite of Charles Blue, offset with Mandarin applied to the seat piping and monogrammed headrests.

In addition to the Wittering Blue Spectre that will take pride of place front and centre of the stand, Rolls-Royce Motor Cars is delighted to confirm that a second Spectre will be on display at the event. A truly sleek and bold commission presented in Chartreuse and Black Diamond, with a cosseting and calming cabin finished in Chartreuse, Grace White and Peony Pink, will join the daily parade throughout the grounds of Blenheim Palace.

**ROLLS-ROYCE GHOST**

Ghost represents a world of boundless potential, an authentic automotive wonder, built on the marque’s proprietary all-aluminium spaceframe Architecture of Luxury. For Salon Privé, Rolls-Royce Motor Cars presents a truly vibrant and playful expression of Ghost, finished in Tucana Purple, a colour reminiscent of the Southern night sky that surrounds the Tucana constellation. A striking and contrasting Lime Green Coachline, combined with Lime Green Pinstripe Tyres, confidently resolve the exterior. Inside, the Lime Green interior appointments on the seat piping, steering wheel, monogrammed headrests, and arm rests, echo the exterior hue.

In addition to the Tucana Purple Ghost on the stand, Rolls-Royce Motor Cars is delighted to confirm that a second Ghost will elegantly lead the Tour Privé, a rolling 120-mile concours through the Cotswolds – an honour reflective of this motor car’s significant stature.

- ENDS -

TECHNICAL INFORMATION

* **Spectre:** WLTP: Power consumption: 2.6 – 2.8 mi/kWh / 23.6 – 22.2 kWh/100km. Electric range 329\* mi / 530\* km. NEDC: CO2 emissions O g/km.
* **Ghost:** NEDCcorr (combined) CO2 emission: 359 g/km; Fuel consumption: 15.8 mpg / 18.0 l/100km. WLTP (combined) CO2 emission: 359 g/km; Fuel consumption: 17.9 mpg / 15.8 l/100km.

Further information: [**https://bit.ly/3XtQW7q**](https://bit.ly/3XtQW7q)

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 true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

The company employs more than 2,500 people at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. It also supports a further 7,500 jobs in its wider UK supply chain.

Since the company began production at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year. Its continuous investment in its facilities, products and people has resulted in a series of ‘record years’ for global sales, peaking in 2022 with over 6,000 motor cars sold worldwide.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

CONTACTS | GOODWOOD

|  |  |
| --- | --- |
| Director of Global Communications  Emma Begley +44 (0) 1243 384060 / [Email](mailto:emma.begley@rolls-roycemotorcars.com) | Head of Global Product CommunicationsGeorgina Cox +44 (0) 7815 370878 /[**Email**](mailto:Georgina.Cox@rolls-roycemotorcars.com) |
| Head of Corporate RelationsAndrew Ball +44 (0) 7815 244064 / [Email](mailto:andrew.ball@rolls-roycemotorcars.com) | Global Product PR Manager Katie Sherman +44 (0) 7815 244896 / [Email](mailto:Katie.Sherman@rolls-roycemotorcars.com) |
|  |  |

CONTACTS | GLOBAL

|  |  |
| --- | --- |
| The Americas Gerry Spahn +1 201 930 8308 / [Email](mailto:gerry.spahn@rolls-roycemotorcarsna.com) | Asia Pacific Hal Serudin +65 8161 2843 / [Email](mailto:hal.serudin@rolls-roycemotorcars.com) |
| Central/Eastern Europe and Central Asia Frank Tiemann +49 160 9697 5807 / [Email](mailto:frank.tiemann@rolls-roycemotorcars.com) | Central and Western Europe  Ruth Hilse +49 89 382 60064 / [Email](mailto:ruth.hilse@rolls-roycemotorcars.com) |
| China  Ou Sun  +86 186 0059 0675 / [**Email**](mailto:Ou.Sun@rolls-roycemotorcars.com) | Japan and Korea  Yuki Imamura  +81 90 5216 1957 / [Email](mailto:Yuki.Imamura@rolls-roycemotorcars.com) |
| Middle East and Africa  Rami Joudi +971 56 171 7883 / [Email](mailto:rami.joudi@rolls-roycemotorcars.com) | United Kingdom and Ireland Isabel Matthews +44 (0) 7815 245127 / [Email](mailto:isabel.matthews@rolls-roycemotorcars.com) |