



रोल्स रॉयस— मीडिया विज्ञप्ति

रोल्स-रॉयस ने किया अरकेडिया ड्रॉपटेल का अनावरण

शांति से युक्त कोचबिल्ड स्वर्ग

गुरुवार, 29 फरवरी, 2024, गुडवुड, वेस्ट ससेक्स

- रोल्स-रॉयस मोटर कार्स पेश करते हैं अरकेडिया, तीसरा कोचबिल्ड ड्रॉपटेल कमीशन
- ड्रॉपटेल के मुख्य डिज़ाइन की अनूठी शुद्ध अभिव्यक्ति का जश्न
- रॉल्स-रॉयस के इतिहास में सबसे कॉम्पलेक्स क्लोक फेस, सिर्फ असेम्बली में लगे पांच महीने
- वेड सेक्शन बनाने में लगे 8000 घण्टे
- ग्रीक पौराणिक कथाओं के स्थान अरकेडिया के आधार पर दिया गया नाम, जिसका अर्थ है 'धरती पर स्वर्ग'
- ड्रॉपटेल रोल्स-रॉयस के आधुनिक इतिहास की पहली रोडस्टर बॉडी स्टाइल है
- कोचबिल्ड मास्टरपीस को सिंगापुर में आयोजित एक निजी समारोह के दौरान कमीशनिंग क्लाइंट को दिया गया

रोल्स-रॉयस कोचबिल्ड इस अतुलनीय ब्राण्ड की उपलब्धि है और लक्ज़री सेक्टर की बेजोड़ अवधारणा है। इस विभाग में दुनिया के सबसे प्रभावशाली लोग हमारे डिज़ाइनरों, इंजीनियरों और कारीगरों के सहयोग से जीवन के लिए नए विचार लेकर आते हैं। एक साथ मिलकर वे शानदार मोटर कार्स बनाते हैं, जो न सिर्फ क्लाइंट्स की कहानी का व्यक्तिगत हिस्सा बन जाती हैं, बल्कि रोल्स-रॉयस मोटर कार्स के गौरवशाली इतिहास भी रचती हैं। क्लाइंट्स इन मास्टरपीसेज़ के

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हर पहलु को अपने जीवन का अभिन्न हिस्सा बना लेते हैं, जिन्हें लक्ज़री उद्योग के विशेषज्ञों की सबसे प्रतिभाशाली टीम उनके लिए तैयार करती है। अरकेडिया ड्रॉपटेल इसी दृष्टिकोण पर आधारित हैं। यह मोटर कार क्लाइंट्स के व्यक्तित्व और उनकी प्राथमिकताओं के साथ जुड़ी है। जो हमें प्रेरक डिज़ाइन, कारीगरी और इंजीनियरिंग के ऐसे स्टेटमेंट तैयार करने में सक्षम बनाते हैं, जो दुनिया के समक्ष हमारी महत्वाकांक्षाओं और हमारी बेजोड़ क्षमता को प्रदर्शित कर सकें।”

क्रिस ब्राउनरिज, चीफ़ एक्ज़ेक्टिव, रोल्स-रॉयस मोटर कार्स

“रोल्स-रॉयस अरकेडिया ड्रॉपटेल, कोचबिल्ड को प्रदर्शित करती है, और मोटरकार के कैरेक्टर को पूरी तरह से बदलने के लिए तैयार है। हर ड्रॉपटेल यूज़र की व्यक्तिगत प्राथमिकताओं को समझते हुए फाउन्डेशनल डिज़ाइन की अभिव्यक्ति करती है। अरकेडिया ड्रॉपटेल के साथ हमने कुछ मिनिमल और सटल करने का प्रयास किया है, यह उन लोगों की जीवनशैली से प्रेरित है जो ब्रिटिश लक्ज़री की सराहना करते हैं। इस ऐतिहासिक मोटरकार के निर्माण में हमने एक बार फिर से सर्वोच्च स्तर के बीस्पोक डिज़ाइन के साथ बेस्पोक डिज़ाइन बनाने की अपनी क्षमता की पुष्टि कर दी है।”

एंडेयर्स वार्मिंग, डिज़ाइन डायरेक्टर, रोल्स-रॉयस मोटर कार्स

“रोल्स-रॉयस अरकेडिया ड्रॉपटेल की विशेषता इसके सटल डिज़ाइन में निहित है। यह खास उन लोगों के लिए है जो अपने जीवन के हर क्षेत्र में स्पष्टता और सटीकता चाहते हैं— फिर चाहे किसी चीज़ के लिए उनका जुनून हो या उनके पसंदीदा व्यंजन, उनके व्यक्तिगत एवं प्रोशनल स्पेस आधुनिक डिज़ाइनों के साथ लगाव की पुष्टि करते हैं। ये मोटर कार एक व्यक्ति के निजी स्टाइल की सबसे भरोसेमंद अभिव्यक्ति है, जिसे हमने कोचबिल्ड डिपार्टमेंट में तैयार किया है। उनकी भावना को ध्यान में रखते हुए हमने सादगी, आकर्षण और खूबसूरत भव्यता का अनावरण किया है— मेरे लिए इसके साथ जुड़ना बेहद गर्व की बात है।”

एलेक्स इनेस, हैड ऑफ़ कोचबिल्ड डिज़ाइन, रोल्स-रॉयस मोटर कार्स

शानदार कोचबिल्ड अभिव्यक्ति रोल्स-रॉयस अरकेडिया ड्रॉपटेल का अनावरण करते हुए रोल्स-रॉयस मोटर कार्स को बेहद खुशी का अनुभव हो रहा है। अरकेडिया ड्रॉपटेल बोल्ड अंदाज़ में क्लाइंट की व्यक्तिगत पसंद को ध्यान में रखते हुए उन्हें

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बेहतरीन अनुभव प्रदान करती है। खास उन लोगों के लिए जिन्हें आर्कीटेक्चर और डिज़ाइन से खास लगाव है, अरकेडिया ड्रॉपटेल, बुनियादी सार को बनाए रखते हुए, जटिलता को दूर करने का दृढ़ विश्वास दर्शाती है तथा शुद्धता और सूक्ष्मता को परिभाषित करते हुए लक्ज़री को नया आयाम देती है।

कोचबिल्ड ने इसका नाम ग्रीक पौराणिक कथाओं के प्राचीन क्षेत्र अरकेडिया से लिया है, जिसका अर्थ है —धरती पर स्वर्ग। एक स्थान जिसे असाधारण प्राकृतिक खूबसूरती और बेहतरीन सामंजस्य के लिए जाना जाता है। स्वर्ग की तरह अपने नाम से प्रेरित अरकेडिया ड्रॉपटेल की अवधारणा एक क्लाइंट के द्वारा ऐसे आकर्षक स्पेस के रूप में पेश की गई, जो भौतिक गहराई और चतुराई की विशेषता के साथ उनके कारोबार जीवन की जटिलताओं को दूर कर देगी।

शांति की थीम पर आधारित कोचबिल्ड के डिज़ाइनरों ने ऐसे डिज़ाइन, कलाकृति और आर्कीटेक्चर की खोज की शुरुआत की, जो क्लाइंट के लिए सबसे पसंदीदा हो। इनमें सिंगापुर, इंडोनेशिया और वियतनाम तथा ब्रिटिश 'बायोमिमेटिक' आर्कीटेक्चर के आधुनिकतावादी उष्णकटिबंधीय आकाश उद्यानों की सटीकता और समृद्धि शामिल है, जहां ओर्गेनिक रूपों और भौतिक ईमानदारी का जश्न मनाया जाता है।

इन संदर्भों के अलावा क्लाइंट खुद मोटरकार तथा ड्रॉपटेल डिज़ाइन अवधारणा की शुद्धता से भी प्रेरित था। शुरुआती क्लाइंट ने इस बात पर ज़ोर दिया कि उनकी कोचबिल्ड मोटर कार 2019 में सबसे पहले हाथ से बनाए गए स्कैच जैसी ही होनी चाहिए।

यह रोडस्टर बॉडी टाईम के समकालीन प्रोजेक्शन की प्रोफाइल थी, जिसे शुरुआती क्लाइंट की उम्मीदों के साथ मेल खाती थी। वे मोटर कार के बोल्ड, लो स्टांस, आकर्षक केबिन डिज़ाइन और बॉडी लाईन से बेहद आकर्षित थे। उन्होंने ड्रॉपटेल के 'सेल काउल्स' के पीछे की प्रेरणा को भी तुरंत पहचान लिया: जिसका नाम याच जिब के नाम से मेल खाता था, जिसके दरवाज़ों के पीछे के कोणीय रूप और भीतर की ओर मुड़े कर्व मोटर कार मालिक को सूक्ष्मता के साथ दिखाई देते हैं।

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EXTERIOR: A TRIBUTE TO DROPTAIL

In order to fulfil the client's ambition to honour Droptail's form, Rolls-Royce Coachbuild designers developed a calm, natural duotone colourway for the motor car's coachwork. The client's aspiration was to define a timeless white, appearing as a solid colour at first glance, but creating a level of intrigue upon further study under natural light. To achieve this, the main body colour is a solid white infused with aluminium and glass particles. This not only creates an effervescent shimmer when the light strikes the coachwork but, upon close inspection, creates the illusion of unending depth in the paint. Rolls-Royce specialists developed a more faceted, striking metallic using larger sizing of aluminium particles. The client was very particular and involved in their request for the Bespoke silver to contrast against the white, not only in colour, but also in terms of intensity.

In a key departure from the other three coachbuilt Droptails in this series, the carbon fibre used to construct the lower sections of Droptail is painted in the solid Bespoke silver colour rather than left fully or partially exposed, visually 'lifting' the motor car in profile to intensify its lithe, dynamic intent.

In tribute to the brilliant mirror finish of brightwork on historical Rolls-Royces, which particularly fascinate the client, the exterior grille surround, 'kinked' vane pieces and 22-inch alloy wheels have been fully mirror-polished.

While Arcadia Droptail's exterior palette is rich in subtle detail, its primary intention is to celebrate the form and proportions of the coachwork. The client was particularly compelled by Droptail's clean, monolithic surfacing and bold use of negative sculpture – features that are amplified by the motor car's muted paint colours, which reflect sunlight and cast dramatic shadows, highlighting Droptail's many subtle design gestures.

INTERIOR: THE CENTRALITY OF WOOD



As the exterior of Rolls-Royce Arcadia Droptail celebrates the motor car's form, the interior is a deeply personal reflection of the client's individual aesthetic, reflective of the style they have curated in their residences and business spaces around the world. Arcadia Droptail's colour palette and material treatment was envisioned to be a truly personal statement and instantly recognisable as a personal signature of the commissioning client.

Wood development was central to Arcadia Droptail's interior and the client's focus, whose very specific expectations concentrated on the texture, grain, colour and richness of the material itself. The client shared many examples of preferences and inspiration from architecture, residences and classic cars, to guide Rolls-Royce Coachbuild designers and material specialists.

Santos Straight Grain was eventually selected as the most modern statement, based upon its rich texture and visual intrigue, which is derived from its unique, interlocking grain pattern.

Using this high-density hardwood on Droptail's interior posed a significant challenge for the marque's craftspeople. Santos Straight Grain has one of the finest grain types of all the wood species used within a Rolls-Royce – if not handled with the greatest care, it easily tears when machined and 'checks' (a crack that appears parallel to the grain) during the drying process. Despite the challenges of working with this delicate material, Santos Straight Grain is used throughout Droptail, including the aerodynamically functional rear deck section, where the grain of the open pore veneer is laid at a perfect 55° angle. To achieve a perfect composition over complex geometry, Rolls-Royce artisans used a total of 233 wood pieces throughout Arcadia Droptail, with 76 pieces applied to the rear deck alone.

Given that Arcadia Droptail will be used internationally, including some tropical climates, specific attention was paid to developing a protection system and testing process for the exterior wood surfaces. Coatings used on superyachts were initially considered but rejected given that they require regular servicing and re-application. Instead, a Bespoke lacquer was developed that requires just one application for the lifetime of the motor car.

To validate this coating, Rolls-Royce specialists conceived a unique testing protocol wherein veneer pieces were subject to a punishing cycle inside a specialist machine simulating global weather extremes. This involved spraying sample wood pieces with water intermittently, between periods of leaving them to dry in darkness and exposing them to heat and bright light.



This was repeated for 1,000 hours on 18 different samples before the marque's specialists were satisfied with the endurance of the pieces. In total, the wood pieces and protective coating required more than 8,000 hours of development.

INTERIOR: A STUDY IN WHITE

The leather interior is finished in two entirely Bespoke hues, named after the client and reserved exclusively for their use. The main leather colour is a Bespoke White hue, continuing the exterior paint theme, while the contrast leather is a Bespoke tan colour, developed to perfectly complement the selected wood.

The interior also includes the exquisite shawl panel that unites all four Droptail motor cars and is the largest continuous wood section ever seen on a Rolls-Royce motor car. In Arcadia Droptail, it is made in the same Santos Straight Grain open pore veneer as the rear deck, book-matched at the same 55° angle, with individually shaped leave stripes running seamlessly into the door linings. CAD tools were used to map the placement of each wood piece, and although it appears to be constructed from just two mirrored sections of veneer, this panel alone is made up of 40 sections, each digitally mapped before being fixed to the motor car.

Applying wood to the complex curvatures of Droptail's interior required Rolls-Royce engineers to develop an entirely new substructure for several components. The dramatic geometry of the dashboard, door linings and central cantilevered 'plinth' armrest had to be incredibly rigid to ensure the stability of the wood pieces once they were laid in place. Engineers called on carbon fibre layering techniques used in Formula 1 motor racing to develop an incredibly stiff base onto which the wood could be applied, ensuring that it remained secure regardless of the dynamic extremes the motor car experienced.

BESPOKE TIMEPIECE: A PRECISION INSTRUMENT

The Santos Straight Grain veneer fascia incorporates a clock conceived and developed by Rolls-Royce Coachbuild designers and craftspeople. This expression of haute horlogerie is the most complex Rolls-Royce clock face ever created: the assembly alone was a five-month process, which was preceded by more than two years of development.



The clock incorporates an exquisite geometric guilloché pattern in raw metal with 119 facets. This is a symbolic nod to the marque's heritage; as the client first saw a preview of the motor car in late 2023 – the year when Rolls-Royce celebrated its 119-year anniversary. The specially designed clock face also includes partly polished, partly brushed hands and 12 'chaplets' – or hour markers – each just 0.1mm thick. To ensure the readability of the timepiece, specialists gave each chaplet an infill bridge and painted them by hand using a camera capable of magnifying an image by up to 100x.

While many haute horlogerie methods were used to develop the timepiece, the testing and validation standards at Rolls-Royce are higher than those of the watch world. This required the marque's specialists to draw on an expansive palette of materials. For example, instead of anodizing the timepiece's minute marker, which is common practice in watch manufacturing, it is finished in a ceramic coating chosen because of its stability over time as well as its aesthetic merits. Small areas of the coating were laser-etched away to reveal the mirror finish of the aluminium material beneath it. Like every piece within the timepiece, including the Bespoke 'double R' monogram, they were individually machined from solid stainless-steel billet and polished by hand prior to assembly.

Themes from the clock are paired with the instrument dials, sharing materials, techniques and execution. They feature the same repeated guilloché pattern, as well as brushed and polished brightwork and frosted white inserts, recalling the colourway of the motor car.

STATEMENT OF A COSMOPOLITAN LIFESTYLE

Reflecting the patron's international lifestyle, the motor car is specified with left-hand drive to facilitate its use around the world. This international dimension was so important to the commissioning client that the Coachbuild Collective wanted them to experience the motor car in multiple locations around the world before it was built. Coachbuild designers used the marque's 'holodeck' to facilitate this – a unique virtual 3D environment in which the client uses an advanced virtual reality (VR) headset to view the motor car as it would appear in specific locations around the world.

ARCADIA DROPTAIL: AN ELEGANT SPACE IN THE DROPTAIL CANON

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While every Rolls-Royce client is different, they each share a powerful strength of conviction, and this individual's requirements were clearly stated from the outset. However, translating these complex, highly personal sensibilities into a coherent, workable design was the product of a significant body of work. It was here that the Coachbuild process, with its unprecedented investment of time – over four years in total – and uniquely close relationship between the client and the marque, paid incalculable dividends.

Coachbuild designers invested many months examining and interrogating the client's tastes in everything from clothes and furnishings to food and travel destinations. From this, they defined and codified an aesthetic rooted in the client's truth and experience; an objective portrait of their internal world and external surroundings, backed by the certainty and authority of the design team's own discernment, understanding and professional judgment. Other family members, notably the client's daughter, also become engaged with the process. When the final design was ready, the client's wider family were invited to review it: all agreed that it perfectly captured the client's aesthetic and character.

The client derived enormous pleasure from having their tastes and identity so clearly rationalised and projected back to them. Indeed, the process revealed the client had a far more modern outlook than they realised, defined by lightness, the use of natural materials and a clear passion for precision. Arcadia Droptail has since become a reference point for the client's commissions from other luxury houses and architects.

This unique expression of Rolls-Royce Droptail reflects this remarkable client's confidence, clarity of vision and long-term relationship with Rolls-Royce Motor Cars. Its significance lies both in its exquisitely minimal execution and the unique skill of Rolls-Royce Coachbuild designers in capturing the sensibilities and soul of an individual.

- ENDS -



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](#).

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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.

There are over 2,500 people working 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. Its continuous investment in its facilities, products and people has resulted in a series of 'record years' for global sales, peaking in 2023 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.



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