ROLLS-ROYCE | MEDIA INFORMATION

SPECTRE CONTINUES ITS BESPOKE JOURNEY WITH SEMAPHORE COMMISSION FOR MONTEREY CAR WEEK

Wednesday, 7 August 2024, Goodwood, West Sussex **EMBARGO TO 13.00 BST**

* Rolls-Royce Spectre Semaphore reflects new codes of luxury among marque’s bold, youthful clients
* Bespoke Semaphore Yellow paint inspired by informal elegance of coastal California
* Dramatic ‘Marbled Paint Spill’ bonnet took 160 hours of development
* Bespoke digital instrument dials match vivid yellow colourway
* High-gloss Cashmere Grey wood set incorporates a subtle metallic finish
* Debut on Friday 16 August at The Quail, A Motorsports Gathering, at Monterey Car Week 2024
* Only one Spectre Semaphore to be built globally

Rolls-Royce Motor Cars unveils Spectre Semaphore, a Bespoke one-of-one commission that will make its global debut at The Quail, A Motorsports Gathering, on 16 August, during the 2024 Monterey Car Week in California. This highly Bespoke expression of Rolls-Royce Spectre captures the bold new codes of luxury being established by the marque’s confident, youthful client base.

The exterior coachwork is finished in Bespoke Semaphore Yellow – the colour from which this commission takes its name. This solid hue is further elevated with a unique artwork on the bonnet, inspired by the informal elegance of coastal California. Named ‘Marbled Paint Spill’, the graphic is an abstract tribute to the Golden State and its diverse environment. From the sunshine of Southern California to the eastern silver mountain tops, the Bespoke artisans have brought this inspiration to reality.

To create this motif, Rolls-Royce craftspeople applied silver lacquer and multiple layers of clearcoat for a seamless finish. The bonnet alone is the product of over 160 hours of design, development and production.

The bright yellow colourway extends into the motor car’s interior. A combination of Bespoke Lemon Yellow and Citrine Yellow is used across the seats, Starlight doors and above the instrument panel. It blends into the contrasting Grace White and Slate Grey hues with Lemon Yellow stitching. The marque’s designers also leveraged the digital Bespoke potential offered by the SPIRIT operating system by complementing the dials to the motor car’s yellow colourway.

Spectre Semaphore maximises the interior suite’s contemporary design with a clean, high-polish Bespoke painted wood set. Coloured to match the grey material accents, the Cashmere Grey paint is infused with silver mica flakes, which creates a vivacious sparkle under direct light.

Only one Rolls-Royce Spectre Semaphore will be built. It will be displayed on 16 August at The Quail, A Motorsports Gathering, as part of Rolls-Royce Motor Cars’ presence at Monterey Car Week 2024.

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## 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 0 g/km.

Further technical 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 the marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars); [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.

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. 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.

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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