ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS BANGKOK OPENS NEW SHOWROOM IN THAILAND’S LARGEST LUXURY HUB

Thursday 8 August 2024, Goodwood, West Sussex

* Rolls-Royce Motor Cars Bangkok opens a new Galleria showroom in Siam Paragon mall
* Intimate, private space located in Thailand’s largest luxury shopping destination
* First showroom in Asia Pacific located in a luxury mall
* Adds to the marque’s expansive showroom in Rama 3, Thailand’s economic centre
* Underscores the rapid growth of Thailand’s luxury market

*“Rolls-Royce Motor Cars constantly invests in ascending luxury hubs to bring our brand ever closer to our clients. This new location in Thailand’s largest luxury district, brought to life by our long-term partners MGC-ASIA, perfectly captures this strategy. This new mall concept, which is the first of its type in Asia Pacific, also underscores the growth of Thailand’s luxury market, highlighted by ongoing demand for our exquisite Bespoke products in the country.”*

**Irene Nikkein, Regional Director Asia-Pacific, Rolls-Royce Motor Cars**

*"It is only fitting that the growing number of our clients in Bangkok have a dedicated space to immerse themselves in the Rolls-Royce brand, engage with our team, and socialise with their peers in Thailand’s largest luxury hub. This intimate new ‘Galleria’ space in Siam Paragon mall perfectly complements our existing showroom located in the city’s economic district, Rama 3. We look forward to welcoming new and existing clients to this stunning new destination."*

**Krisda Sawamiphakdi, General Manager, Rolls-Royce Motor Cars Bangkok**

Rolls-Royce Motor Cars has announced that it will expand its presence in Thailand with a new ‘Galleria’ boutique in Siam Paragon mall, the country’s largest luxury hub. Operated by MGC-ASIA, the only authorised retailer of Rolls-Royce Motor Cars in Thailand since 2012, it complements an existing showroom and service centre location in Bangkok’s economic district, Rama 3.

The new location will provide new and existing clients with an intimate and private space to socialise, immerse themselves in the Rolls-Royce brand, and commission Bespoke motor cars directly from Thailand’s leading luxury retail hub. Located on the second floor of Siam Paragon, the Galleria concept brings the brand even closer to its clients, and serves as a platform to showcase Rolls-Royce motor cars to a new audience in this rapidly ascending luxury market.

This innovative boutique has been curated with the same meticulous care and consistency as the world’s largest Rolls-Royce showrooms. Clients enter the space through a door modelled on the marque’s iconic pantheon grille, which is topped with a Spirit of Ecstasy figurine. Inside, clients can view a Rolls-Royce motor car positioned under a kinetic lighting feature, which adjusts to the roofline of the model on display. The motor car is framed by a 'cabinet of curiosities' where *objets d’art* are placed to inspire ideas and creative discussions.

The showroom’s centrepiece is the Atelier, where clients can commission their own Bespoke motor car. An expansive table, which resembles an artist's workbench, is situated beneath a sizeable LED screen, where clients can discuss and view design concepts with Bespoke specialists. Hanging lights above the table can be lowered for detailed examination of colour and material samples, complementing the digital visualisations displayed on the screen. This space also includes a Starlight Headliner, which can be viewed from the rear, offering a rare glimpse into the highly technical construction of this contemporary expression of craft.

To celebrate the opening of the Siam Paragon Galleria boutique, Spectre, the marque’s first fully electric motor car, is showcased in the window display. Commissioned with Anthracite coachwork and a Mandarin and Navy interior, this motor car reflects the forward-thinking tastes of clients in Thailand.

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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. Rolls-Royce Motor Cars is represented in Thailand by MGC-Asia.

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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