ROLLS-ROYCE | MEDIA INFORMATION

RARE SILVER CLOUD FORMS THE CENTREPIECE OF

ROLLS-ROYCE’S PRESENCE AT GOODWOOD REVIVAL 2024

Thursday 5 September, Goodwood, West Sussex

* Rolls-Royce Motor Cars presents 1965 Silver Cloud III Mulliner Park Ward at Goodwood Revival
* Rare fixed-head coupé design built on the Silver Cloud III chassis
* Understood to be one of only about 100 created by coachbuilder Mulliner Park Ward
* Finished in Brewster Green with a Claret Red leather-trimmed interior
* Powered by a hand-built 6.2-litre naturally aspirated V8 engine
* Displayed in the ‘March Motor Works’ at the storied and celebrated event
* Faithfully recreates Berkeley Square and Rolls-Royce showroom on Conduit Street in Mayfair, London
* Goodwood Revival takes place 6-8 September

*“Goodwood Revival is a wonderfully eccentric, nostalgic and glamorous celebration of the cars, fashions and culture of the 1940s, 50s and 60s. During this period, Rolls-Royce produced some of the most memorable models in its long history, including the Silver Cloud III we are displaying in the March Motor Works this year. It’s a rare and beautiful example of the coachbuilder’s art from a time when Rolls-Royce offered its clients a Coachbuild option alongside its standard models – a service that’s enjoyed its own revival at the Home of Rolls-Royce at Goodwood in the modern era. We’re delighted to be part of this remarkable event once again, particularly in our 120th anniversary year.”*

**Andrew Ball, Head of Corporate Relations & Heritage, Rolls-Royce Motor Cars**

A rare example of a coachbuilt Silver Cloud will form the centrepiece of Rolls-Royce Motor Cars’ annual presence at the world-famous Goodwood Revival, which takes place from 6-8 September.

For its 120th anniversary year, the marque has designed the March Motor Works, located at the infield end of the main circuit tunnel, as a faithful replica of Berkeley Square and the Rolls‑Royce showroom on nearby Conduit Street in London’s Mayfair in 1964.

On display will be a magnificently maintained Rolls-Royce Silver Cloud III; this sleek, elegant motor car is understood to be one of only around 100 examples of a fixed-head coupé (FHC) design ever built on the Silver Cloud III chassis by the legendary coachbuilder Mulliner Park Ward. It is finished in a handsome Brewster Green, with a Claret Red leather-trimmed interior. Under the bonnet is a hand-built, 6.2-litre, naturally aspirated V8 engine, delivering around 210bhp to the rear wheels via a four-speed automatic transmission.

The Silver Cloud III is historically important as the last predominantly owner-driven Rolls‑Royce to be offered as a rolling chassis, upon which clients could commission fully bespoke bodywork from Mulliner Park Ward or other specialist coachbuilders, as well as a complete motor car. (To be strictly accurate, Phantom VI remained in production as a separate chassis, albeit in small numbers, until 1993, with coachwork predominantly supplied by Mulliner Park Ward, which was by then a Rolls-Royce subsidiary. However, these were all limousines designed to be driven by a chauffeur.)

Berkeley Square and its environs were home to several luxury car showrooms at that time, including Jack Barclay. Charles Rolls was born a stone’s throw away in Hill Street, Mayfair, and would go on to establish his showroom in nearby Conduit Street, shortly after forming the partnership with Henry Royce in 1904: the March Motor Works showcases the premises as they would have appeared 60 years later.

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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); [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. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99%3A-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched 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.

120TH ANNIVERSARY

In 2024, Rolls-Royce marks the 120th anniversary of the first meeting between its founders, Henry (later Sir Henry) Royce and The Hon. Charles Stewart Rolls on 4 May 1904. The meeting, at The Midland Hotel in Manchester, was arranged by a mutual friend, Henry Edmunds. Rolls agreed to sell all the cars Royce could make and the rest is, literally, history. Together, Royce and Rolls created what was soon dubbed ‘the best car in the world’ and gave their names to a dynasty of motor cars that continues to define superluxury motoring across the world.

The Rolls-Royce ‘Makers of the Marque’ series:

* Henry Edmunds, born 19 March 1853
* Sir Henry Royce, born 27 March 1863
* Eleanor Thornton, born 15 April 1880
* Ernest Hives, born 21 April 1886
* Lord John Walter Edward Douglas-Scott-Montagu, born 10 June 1866
* The Hon. Charles Rolls, born 27 August 1877
* Claude Johnson, born 24 October 1864
* Charles Sykes, born 18 December 1875
* Eric Platford, born 25 February 1883

The Rolls-Royce ‘Models of the Marque’ series:

* 1900s: Royce 10 H.P. / Rolls-Royce 10 H.P.
* 1910s: Rolls-Royce 40/50 H.P. ‘Silver Ghost’
* 1920s: Rolls-Royce 20 H.P. the ‘Twenty’
* 1930s: Rolls-Royce Phantom III

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