ROLLS-ROYCE | MEDIA INFORMATION

Rolls-Royce MOTOR CARS LEEDS
UNVEILS NEW LUXURIOUS Showroom

Tuesday 24 September 2024, Goodwood, West Sussex

* Rolls-Royce Motor Cars Leeds celebrates the beginning of a new chapter, revealing its new elegant showroom in the heart of the city
* The showroom, with its expansive space, is the largest showroom in Europe
* A luxurious yet contemporary space provides the perfect place to welcome clients to the brand
* New expansive space, visual language, and modern style reflects the increasing demand for the marque’s pinnacle products

*“Rolls-Royce Motor Cars Leeds has been an important part of our trusted dealer network ever since JCT joined the Rolls-Royce family in 2018. The opening of this new space is a momentous occasion – it illustrates a bold and exciting step for the brand, bringing the essence of Goodwood to Yorkshire. This new expansive and contemporary space – with its wealth of digital technologies, and sophisticated, elegant design – is the perfect embodiment of the brand. It is the ideal space for the highly professional team to offer patrons a hyper-personalised client experience characterised by luxurious encounters. It really captures the spirit of the marque and brings our visual identity to life, reaffirming our position as a leading House of Luxury.”***Boris Weletzky, Regional Director, United Kingdom, Europe and Central Asia**

*“After adding Rolls-Royce to our stable of luxury car marques in 2018, we were keen to create a new home for it which would do justice to this world-leading brand. Bringing a touch of Goodwood to Yorkshire and the North East, the Leeds showroom is simply stunning. From a multi-media curtain of ‘dancing’ kinetic lighting to a unique ‘cabinet of curiosities’ showcasing our Yorkshire heritage, a visit here is designed to be an engaging experience for customers where they can see the very best of the Rolls-Royce brand.”*

***Kristian Keighley, Head of Business for Rolls-Royce Motor Cars Leeds, JCT600 Brooklands.***

Rolls-Royce has a profound understanding of its clients, their expectations, their needs and their wishes. This is an essential element in the marque’s ongoing success as a renowned House of Luxury. The new Rolls-Royce showroom in the heart of Yorkshire is the perfect place for clients to learn more about the marque and experience the elegance of the world of Rolls-Royce.

Located in a prominent location in Leeds, this space showcases the marque’s exquisite products and provides clients with an unparalleled experience, in line with Rolls-Royce’s position as a true global luxury goods brand. The new showroom, with the front doors modelled on Rolls-Royce’s famous Pantheon grille, offers clients a fully immersive brand experience from the moment they enter the building.

Inside, the new showroom exudes cool modern luxury, yet still recognises the importance of heritage for the marque, with citations from the founding fathers of the brand throughout the showroom. The *Cabinet of Curiosities*, an eclectic mix of intriguing, timeless and legendary design objects, sparks the imagination and client conversations as part of the commission process. It also celebrates the local area with unique objects and books which reflect the legends that hail from Yorkshire.

The *pièce de résistance*, *the Atelier,* is the place where, with the help of the marque’s highly skilled and professional team, clients can envisage their dream commission coming to life. Housing some of the marque’s most exquisite examples of craftsmanship, including wood veneers, leathers, embroidery threads and lambswool samples, in a variety of vivacious hues, the Atelier is a sensory-inspired room; it showcases the marque’s fluency in Bespoke and luxury. The surface-finish samples are presented in the familiar Rolls-Royce speedform shape, making it easy to imagine the almost endless two-tone colour combinations; the leathers are rolled on wands with handles from Rolls-Royce’s famous umbrellas, while the veneers are shaped like the cross-section of an aerofoil, recalling the aviation exploits of the marque’s founding father, The Hon. Charles Stewart Rolls.

The remarkable space that is the Leeds showroom is a further sign of the dealership’s commitment to excellence and extraordinary journey since joining the marque in 2018. In 2020, Rolls-Royce Motor Cars Leeds was honoured to receive the title of ‘Global Whispers Dealer’. Whisper’s is the marque highly exclusive members only club.

A Rolls-Royce is unapologetically luxurious, it is unmistakable, synonymous with beauty and elegance, a true design icon, and so, in the new Leeds showroom, each model rightfully enjoys its own dedicated space, framed, and is presented according to its distinctive personality and characteristics.

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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. 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.

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