ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE MOTOR CARS UNVEILS

# PRIVATE OFFICE NEW YORK

Wednesday 25 September 2024, New York City

Rolls-Royce Motor Cars North America inaugurates Private Office New York

Third Rolls-Royce Private Office worldwide and the first in North America

For the first time, North American clients can work directly with a U.S.-based Bespoke designer to bring their commissions to life

The exclusive office supports increasing client engagement on more valuable and complex commissions

It also serves as a venue for dealers and clients to present and commission Rolls-Royce Private Collections

*"Today’s inauguration of a permanent Private Office in New York marks a key moment for Rolls-Royce Motor Cars in the Americas. Our investment in this office is in response to the steadily increasing engagement we see from our North American clients in this region, constantly challenging our designers to create and develop even more exciting and ambitious commissions. We look forward to welcoming our clients here, to talk with our specially trained designers as they bring their ideas to life in their own, unique Bespoke Rolls-Royce. Private Office New York will complement and support our regional Dealer Partners by enhancing our clients’ experiences of Rolls-Royce to new levels.”*

**Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars unveils Private Office New York, the latest creative outpost in a network which already includes Shanghai and Dubai, as well as the ‘original’ Private Office at the Home of Rolls-Royce in Goodwood. A fifth Private Office will open in Seoul by the end of the year.

This global network of Private Offices has been created to enable the marque to engage even more closely with its global clientele, offering clients a taste of Goodwood nearer their home. Rolls-Royce clients are increasingly ambitious in their desire to create ever more elaborate and deeply personal Bespoke motor cars and the Private Offices offer them opportunities to do just this, complementing the conventional dealership experience to further embed the marque’s reputation as the world’s most client-focused luxury brand.

As Rolls-Royce’s largest market for two decades, North America has seen a dramatic increase in Bespoke complexity and creativity over the past three years. Private Office New York is opening in response to this demand and will further elevate the value of each commission in this key region, supporting the marque’s driving principle of focusing on value creation rather than sales volume.

Rolls-Royce Private Office New York is in the heart of New York City’s vibrant and increasingly luxury-focused Meatpacking District. Available by appointment, it offers North American clients the opportunity to interact directly with a US-based designer and specialist client experience manager. Through conversation and research, the Private Office experts work with the client to understand their wishes, desires and dreams. The luxurious studio houses a vast array of samples: fabrics, paints, leathers, and textiles in diverse colours and finishes as well as locally-sourced artworks and artefacts, curated to inspire the creative process. During this process, designers and clients work together to create a unique Rolls-Royce which reflects the individual’s tastes and personality. Once the initial design is agreed upon, they will together follow the progress of the commission and communicate directly with the artisans in Goodwood, who are entrusted with transforming the visions into a one-of-one masterpiece.

Private Office New York will also give clients access to future Rolls-Royce Private Collections. These exclusive, themed collections highlight the Bespoke Collective’s artistry, with each project extending inspiring narratives through craft, design, and engineering. They act as showcases for the marque’s creative and technical capabilities, thereby inspiring clients to ever-more elaborate personal creations.

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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 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. 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 confirmed 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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