ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE MOTOR CARS ABU DHABI OPENS ITS

DOORS TO NEW LUXURY SHOWROOM

4 November 2024, Abu Dhabi, United Arab Emirates

* Rolls-Royce Motor Cars Abu Dhabi celebrates the opening of its new luxury showroom in the capital city of the United Arab Emirates
* New visual language offers an eclectic, modern style designed to resonate with younger demographic of clients
* Interior design provides a contemporary, luxury retail space, offering clients an immersive Rolls-Royce experience
* Includes the Bespoke Commissioning Atelier and lounge area with a Cabinet of Curiosity feature and hospitality lounge, complemented by innovative digital technology and lighting installations

*“The unveiling of our new Rolls-Royce Motor Cars’ showroom in Abu Dhabi marks a significant milestone in further cementing our brand’s position as a true House of Luxury. It provides a perfect home to showcase our exceptional motor cars in a space that embodies the spirit of Rolls-Royce.*

*Abu Dhabi, with its rich blend of cultures and visionary approach to sustainable development and economic diversification, stands as a beacon of human ambition and progress. Opening our doors here in the capital is not only an honour, but also a reflection of the importance of Rolls-Royce Motor Cars Abu Dhabi to our distinguished marque.*

*This showroom brings to life the unparalleled creativity and craftsmanship that are at the core of Rolls-Royce while also incorporating the brand’s latest visual identity and cutting-edge digital technologies. Within this luxurious space, we look forward to offering our clients the Bespoke, personalised luxury experiences that Rolls-Royce Motor Cars is renowned for and turning their dreams into reality.”*

**Tarek Moataz,** **General Manager, Rolls-Royce Motor Cars Abu Dhabi**

Dedicated to offering its clients unparalleled and individually tailored experiences, Rolls-Royce Motor Cars Abu Dhabi is delighted to announce the opening of its new luxury showroom in Abu Dhabi, United Arab Emirates. By bringing their dreams to life, Rolls-Royce Motor Cars offers clients a fully immersive brand experience while foregrounding the art of Bespoke craftsmanship.

Showcasing the brand’s latest visual identity, the showroom radiates sophistication, modern luxury, and creativity, seamlessly integrating innovative digital technology with a warm and inviting interior design. Designed to resonate with a younger, self-made, and distinctly individual clientele, this new visual identity offers a fully immersive experience and a welcoming environment where both current and prospective clients can explore and admire the marque’s stunning motor cars.

At the core of the new showroom lies the Bespoke Commissioning Atelier, a centrepiece designed to immerse clients in the enchanting world of Rolls-Royce. Showcasing some of the marque’s finest examples of craftsmanship, the Atelier invites customers to explore and select personalised surface finishes, wood veneers, leathers, embroidery threads in a spectrum of vibrant colours, and fabrics for their Bespoke commissions, all tailored to reflect their unique personalities and desires. This sensory-inspired environment allows clients to envision their dream commission taking shape, further inspired by the nearby Cabinet of Curiosities. Situated in the lounge area, this collection features captivating pieces that encourage conversation, alongside a hospitality lounge that provides a tranquil space for clients to relax and connect.

Opening its doors to a hub of creativity and craft, on top of housing unrivalled masterpiece motor cars, the showroom will provide an experience tailored to the specific and personal needs of the dealership’s most discerning clientele with meticulous attention to detail.

To commemorate this momentous occasion, the highly anticipated Ghost Series II was unveiled for the very first time in the region. Featuring a strikingly modern design with an illuminated Pantheon grille and refined headlamp graphics, Ghost Series II embodies the marque’s pursuit of understated elegance. Beneath its sleek exterior lies a potent 6.75-litre V12 engine, delivering effortless performance paired with Rolls-Royce Motor Car’s signature ‘Magic Carpet Ride’. Inside the cabin, innovative craftsmanship comes to life, with Bespoke materials and cutting-edge technology. This exclusive debut reinforces the showroom’s status as the premier destination for the region’s most discerning clientele.

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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:-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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