ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE MOTOR CARS INAUGURATES

# PRIVATE OFFICE SEOUL

Wednesday 27 November 2024, Seoul, South Korea

Rolls-Royce Motor Cars inaugurates Private Office Seoul in South Korea

Fourth Rolls-Royce Private Office outside Goodwood, following Dubai, Shanghai, and New York

Private Office Seoul offers a unique Rolls-Royce experience, where clients can work directly with a Seoul-based Bespoke designer to bring their highly personal commissions to life

The exclusive office enables Rolls-Royce to engage even more closely with its clientele in the Asia Pacific region, supporting their increasing interest and engagement in more valuable and ambitious commissions

*“Today’s inauguration of a permanent Private Office in Seoul signals a defining moment for Rolls-Royce Motor Cars in South Korea. Following significant demand for ambitious and exceptional Bespoke commissions, Private Office Seoul will offer our valued clients in the Asia Pacific region an opportunity to work directly with a Rolls-Royce designer, enhancing their experience whilst also complementing and supporting our valued dealer partners. We are now bringing Goodwood closer to our clients in this significant region and we look forward to welcoming them to this new creative outpost. In a joint pursuit of perfection, our Private Office clients will embark on a very special journey with us, as we together bring their dreams and ideas to life in the creation of their unique and deeply personal Rolls-Royce.”*

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

Rolls-Royce Motor Cars expands its global network of Private Offices with the opening of Private Office Seoul in South Korea. This marks the fifth such creative space, joining the existing locations in Dubai, Shanghai, and New York, as well as the ‘original’ Private Office at the Home of Rolls-Royce at Goodwood.

The international network of Private Offices enables the marque to engage even more closely with clients worldwide, bringing the renowned Rolls-Royce experience closer to their own homes. As the global trend for highly personal and emotionally resonant luxury experiences continues, Rolls-Royce clientele are becoming increasingly ambitious in their desire to create personally meaningful Bespoke motor cars. Private Offices provide them the perfect platform to bring these visions to life, complementing the traditional dealership experience.

As one of Rolls-Royce’s fast-growing markets, the Asia Pacific region has seen a significant increase in Bespoke creativity and sophistication over the past years. The opening of Private Office Seoul is a direct response to this growing demand, and it will further elevate the value of each commission in this key region, aligning with the marque's focus on unique value creation. It also offers the brand an opportunity to become even closer to its clients in the region, providing the global Rolls-Royce design team with inspiring insights into trends and client preferences in the Asia Pacific markets.

Private Office Seoul, available by appointment, is located in the heart of the vibrant Jamsil area, where heritage and innovation meet amongst iconic buildings and cultural experiences. The studio’s serene and inviting atmosphere, combined with the inspirational elements drawn from local culture, provides the perfect setting to inspire creativity and close collaboration between clients and the Bespoke designer and client experience manager.

Through in-depth conversations and research, the Private Office experts work closely with each client to deeply understand their wishes, desires, and dreams. This collaborative process empowers clients to play an active role in shaping their one-of-a-kind Rolls-Royce commission that reflects their individual tastes and aspirations. Once the initial design is agreed upon, the client will continue to follow the progress of the commission and communicate directly with the artisans in Goodwood, who are entrusted to transform their vision into a one-of-a-kind Bespoke Rolls-Royce motor car.

In addition to the personalised Bespoke experience, Private Office Seoul also gives clients access to Rolls-Royce’s exclusive Private Collection; the curated and limited edition motor cars, crafted around a theme and designed to inspire clients by showcasing the unparalleled artistry of the Bespoke Collective.

Private Office Seoul and the four other dedicated facilities that comprise the Rolls-Royce Private Office network demonstrate the marque’s dedication to delivering exceptional client experiences around the world.

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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 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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