ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE CAMEO:

DESIGN ESSENCE DISTILLED

Monday 2 December 2024, Goodwood, West Sussex

* Rolls-Royce Motor Cars presents Rolls-Royce Cameo
* Home interior art piece represents the essence of Rolls-Royce design in miniature form
* Expertly crafted with the wood and polished aluminium materials used in full-scale Rolls-Royce motor cars
* Complete with self-levelling Rolls-Royce centre caps and its very own driver

*“Envisioned as a celebration of Rolls-Royce design in miniature, creating Cameo was a wonderful creative challenge. The purity and abstract nature of the form empowered us to distil the fundamental principles of Rolls‑Royce styling into a playful sculptural piece. Cameo is crafted to captivate and delight, enabling our clients to enjoy the marque’s peerless craftsmanship and artistry in their own homes.”***Yohan Benchetrit, Bespoke Design, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars presents Cameo, an exquisite miniature sculpture inspired by the marque’s heritage, capturing the essence of Rolls-Royce motor cars in their most elegant form.

The silhouette of this unique collector’s item is an homage to the open-top motor cars built by Rolls-Royce in its earliest years, while the materials and construction of the model parallel the way motor cars are handcrafted at the Home of Rolls Royce at Goodwood today.

The model comprises a series of individual, highly engineered pieces carefully and meticulously designed for self-assembly. Made from a number of the same materials as the marque’s full-sized motor cars, the owner can enjoy the tactile experience of assembling their very own Rolls-Royce motor car.

The body is constructed by fitting together two sections – one made from solid oak, and the other from polished aluminium – which, together, recreate the iconic Rolls-Royce two-tone finish. The oak body magnetically attaches to the aluminium chassis, emulating a seminal stage in the Home of Rolls-Royce assembly journey known as the ‘marriage’, when the body is mounted to the drivetrain. This significant moment in the creation of a Rolls-Royce motor car is one that many clients choose to view in person, therefore it was only fitting this production milestone be referenced in Cameo.

Next, the meticulously engineered interior is installed: the part is 3D-printed and painted in Rolls-Royce’s signature Grace White hue. Other authentic details include the self-levelling wheel centre caps, which allow the ‘RR’ monogram to remain upright as the wheels turn. Finally, the Cameo driver takes their rightful place in the cockpit, ready to embark on a journey in luxury and style.

This extraordinary expression of Rolls-Royce in miniature form is now available in Rolls-Royce showrooms and Private Office boutiques.

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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 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.

CONTACTS | GOODWOOD

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| Director of Global Communications  Emma Begley: +44 (0)1243 384060 [Email](mailto:emma.begley@rolls-roycemotorcars.com) | Head of Corporate Relations and HeritageAndrew Ball: +44 (0)7815 244064 [Email](mailto:andrew.ball@rolls-roycemotorcars.com) |
| Head of Global Product CommunicationsGeorgina Cox: +44 (0)7815 370878[Email](mailto:Georgina.Cox@rolls-roycemotorcars.com) | Global Product PR Manager Katie Sherman: +44 (0)7815 244896 [Email](mailto:Katie.Sherman@rolls-roycemotorcars.com) |
| Head of Global Luxury and Corporate Communications Marius Tegneby: +44 (0)7815 246106 [Email](mailto:Marius.Tegneby@rolls-roycemotorcars.com) | Sustainability and Corporate Communications ManagerLuke Strudwick: +44 (0)7815 245918 [Email](mailto:luke.w.strudwick@rolls-roycemotorcars.com) |
| Global Bespoke Communications  Malika Abdullaeva:  +44 (0)7815 244874 [Email](mailto:Malika.Abdullaeva@partner.rolls-roycemotorcars.com) |  |
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CONTACTS | GLOBAL

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| --- | --- |
| The Americas Gerry Spahn: +1 201 930 8308 [Email](mailto:gerry.spahn@rolls-roycemotorcarsna.com) | Asia Pacific (South) and India Juliana Tan: +65 9695 3840 [Email](mailto:Juliana.Tan@rolls-roycemotorcars.com) |
| Central/Eastern Europe and Central Asia Frank Tiemann: +49 160 9697 5807 [Email](mailto:frank.tiemann@rolls-roycemotorcars.com) | Central and Western Europe  Ruth Hilse: +49 89 382 60064 [Email](mailto:ruth.hilse@rolls-roycemotorcars.com) |
| China  Ou Sun: +86 186 0059 0675 [Email](mailto:Ou.Sun@rolls-roycemotorcars.com) | Japan and Korea  Yuki Imamura: +81 90 5216 1957 [Email](mailto:Yuki.Imamura@rolls-roycemotorcars.com) |
| Middle East and Africa Haya Shanata: +971 56 171 7883 [Email](mailto:haya.shanata@rolls-roycemotorcars.com) | United Kingdom and Ireland  Isabel Matthews: +44 (0)7815 245127 [Email](mailto:isabel.matthews@rolls-roycemotorcars.com) |