ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE PHANTOM DRAGON: A TIMELESS TALE OF KINDNESS AND GENEROSITY

Wednesday 15 January 2025, Goodwood, West Sussex

* Rolls-Royce unveils one-of-one Phantom Dragon, curated by the Private Office Shanghai
* Commission includes modern yet sensitive interpretations of Chinese dragon motifs
* Dragon-inspired marquetry in the Gallery comprises 297 individual pieces
* Unique Starlight Headliner abstractly captures two dragons engaging with a pearl
* Underscores the value of Rolls-Royce’s presence in East Asia and understanding of crucial market
* Marks the beginning of celebrations in the centenary year of Phantom

*“One of the Rolls-Royce brand’s signature strengths is creating products that sensitively and respectfully integrate iconography from specific cultures, interpreted through our own innovative crafts and design language. Like every Bespoke motor car, this magnificent Phantom Extended is a testament to the skills and creativity of our Bespoke designers, engineers, and craftspeople. This commission features a Bespoke Gallery with a floating effect that makes the dragon appear as if it is formed from clouds of smoke—a design achieved through the intricate art of marquetry, one of the most demanding techniques applied in a motor car interior.*

*Phantom Dragon highlights the importance of our presence in China through the Private Office in Shanghai. Having a dedicated Rolls-Royce team in this region gives us a unique understanding of, and connection to, one of the world’s most significant luxury markets. Blending local Chinese culture with international aesthetics allows us to create truly unique and contemporary products with real depth and substance, like this extraordinary motor car.”*

**Martina Starke, Head of Bespoke Design, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars unveils the one-of-one Phantom Extended created as a celebration of the Year of the Dragon. Commissioned by a discerning client from China, Phantom Dragon offers a contemporary rendition of the ancient Chinese legend of two dragons with a pearl – a motif with complex symbolism and great cultural significance, celebrated in art, architecture, and literature throughout East Asia. The theme stands as an embodiment of the success and personal philosophy of the commissioning client. This magnificent example of the marque’s pinnacle product provides a fitting conclusion to the lunar Year of the Dragon, as well as the beginning of the Phantom nameplate’s centenary in 2025.

At the core of this Bespoke commission is Rolls-Royce’s sensitive and deeply informed interpretation of traditional Chinese iconography, skilfully blended with the marque’s own distinctive creative handwriting. This melding of Chinese culture with international aesthetics is a major driver of the country’s luxury sector, particularly among younger consumers who are increasingly drawn to the Rolls-Royce brand.

Curated by Rolls-Royce creatives based in China, Phantom Dragon is a tribute to this enduring cultural symbol that also captures the commissioning client’s personal sensibilities and tastes. This commission also signals the wider value of the marque’s Private Office in Shanghai, which not only brings Goodwood to China but also brings Chinese culture and preferences to Goodwood.

*“Our goal for this project was to express China’s most revered symbols and the client’s personal iconography impactfully yet respectfully, while also subtly incorporating Rolls-Royce’s design handwriting. In this motor car, our artisans have accomplished this using different mediums, capturing the rich legacy of the region, the client, and the Rolls-Royce brand.”*

**Shuai Feng, Lead Bespoke Designer, Rolls-Royce Motor Cars, Private Office Shanghai**

**DANCE OF THE DRAGONS**

In Phantom Dragon, Chinese iconography is creatively and respectfully integrated into core elements of the motor car’s interior. The design theme is inspired by an ancient legend, dating back over 3,000 years, that tells of two dragons, protectors of the human realm, who were gifted a divine pearl by the gods for their good deeds. Rather than greedily claiming the treasure for themselves, the dragons deferred to one another – a scene that came to symbolise kindness and generosity of spirit. Moved by the dragons’ loyalty, the gods then bestowed upon them a second pearl, which the creatures absorbed before ascending as deities themselves.

While the dragons symbolise power and good fortune, the pearl is a symbol of purity and perfection. As these two elements are captured together, the interplay of the dragons signifies the harmonious balance of Yin and Yang – two complementary forces united in the pursuit of enlightenment and a fulfilling life.

**TRADITIONAL MOTIFS**

The Gallery, which runs the full width of the fascia, houses a Bespoke marquetry, made of 297 individual pieces and four different wood species. An artisan at the Home of Rolls-Royce spent three months creating this striking feature, which involves intricately cutting out veneer shapes, then assembling and fixing them by hand. The artwork represents the two dragons, enclosed within swirling clouds, guarding the pearl embodied by the Bespoke clock itself. The base layer is crafted from Smoked Eucalyptus; the outline of the shapes, only 0.5 mm wide, is rendered in Sycamore veneer and filled with Ash burr, carefully chosen for its natural grain that mimics the texture of the clouds. Black Bolivar veneer ‘shadows’ give the piece a sense of depth, making the dragons appear to be floating above the surface.

Exceptional woodcraft is expressed across the commission, including high gloss Smoked Eucalyptus elements, and Canadel door panels fashioned from natural open pore Smoked Eucalyptus. This is complemented by Ardent Red and black leathers on the front and rear reclining Serenity seats respectively, and completed with the client’s family name in ancient Chinese calligraphy, meticulously embroidered onto the headrests in contrasting cotton thread.

The theme continues with the stunning Bespoke Starlight Headliner depicting an abstract representation of two dragons, rendered in red and white. This majestic celestial composition comprises 768 red and 576 white fibre-optic lights, each individually hand-fitted and surrounded by 24 shooting ‘stars’.

Creating a bold contrast to the drama of the interior suite, the one-of-one Phantom Dragon is finished in Iced Diamond Black which creates a signature shimmering satin appearance.

- ENDS -

## TECHNICAL INFORMATION

NEDC combined: CO2 emissions: 345 g/km; Fuel consumption: 18.7 mpg / 15.1 l/100km. WLTP combined: CO2 emissions: 353-365 g/km; Fuel consumption: 17.4-18.1 mpg / 15.6-16.2 l/100km.

Further information: [**https://bit.ly/3XtQW7q**](https://bit.ly/3XtQW7q)

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:-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

|  |  |
| --- | --- |
| 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) |  |
|  |  |

CONTACTS | GLOBAL

|  |  |
| --- | --- |
| 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) |