ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE SCENT: AN IMMERSIVE FRAGRANCE CONCEPT

Tuesday 4 February 2025, Goodwood, West Sussex (EMBARGO TO 13:00 GMT)

* Introducing Rolls-Royce Scent, an immersive fragrance concept
* Patented technology releases fragrances subtly for an elegant, long-lasting experience
* Scent composed by expert in-house perfumer of the Bespoke Collective
* Designed to complement the rich aromas of materials used in Rolls-Royce motor cars
* Debut fragrance combines notes of Amyris, Cedarwood, Rosewood and Iris
* Fosters a deep, multi-sensory connection beyond the visual and tactile

*“A Rolls-Royce interior is a unique space in which every element is meticulously curated to create an unparalleled multi-sensory experience. With our new fragrance concept, Rolls-Royce Scent, we move beyond the visual and tactile realms into a new dimension. Designed and developed by our in-house perfumer and delivered using patented technology, this fragrance elevates the already peerless Rolls-Royce experience, creating an environment that is even more special, and absolutely unmistakable.”*

**Martina Starke, General Manager, Bespoke Design, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars is taking the interior experience of its motor cars into a new sensory dimension with the launch of Rolls-Royce Scent, introduced on its pinnacle product, Phantom.

Crafted by an expert in-house perfumer of the marque’s Bespoke Collective, Rolls-Royce Scent is designed to elegantly complement the natural aromas of the materials used within the motor car. The fragrance combines notes of Amyris, Cedarwood, Rosewood and Iris, perfectly capturing and elevating the serenity of the Rolls-Royce experience.

Every Rolls-Royce is designed, engineered and crafted with meticulous attention to detail – including the aromas experienced within the interior of the motor car. For every new Rolls-Royce model, a specialist department within the brand – which comprises experts trained in sectors ranging from biochemistry to *haute parfumerie* – is consulted during the selection of leathers, woods, wools and other tactile surfaces. This includes the materials used to enhance and protect them, such as lacquers and dyes. These specialists ensure that each material represents the best of its kind – not only for its visual and tactile qualities – but also for its scent. The result is a sophisticated blend of aromas within the motor car’s interior suite, characterised by a rich leather note.

Designed to enrich the sensory experience within the motor car, Rolls-Royce Scent subtly introduces new comforting and relaxing olfactory themes. Cedarwood brings a calming, delicately spiced complexity and Rosewood adds a dry, slightly sweet note, while Iris introduces a floral yet earthy quality, complemented by the woody, smoky undertones of Amyris. Experienced as one, the fragrance balances soft, precious aromas with richness and depth, effortlessly embodying the qualities of the motor car.

A fragrance-releasing system was developed for the Rolls-Royce Scent. The structure of the patented scent-diffuser ensures that the fragrance is released in suitably delicate doses for a long-lasting, sophisticated sensory experience.

Significant testing was undertaken to ensure that the scent provides a consistent experience for the marque’s global client base. This included analysing the fragrance in static and dynamic conditions as well as a range of temperature and humidity extremes. Specialists dedicated much time to perfecting the precise dose of fragrance to place in the diffusing system, fastidiously balancing longevity with subtlety. More than 30 iterations were developed before in-house experts were satisfied that the fragrance would meet the requirements of Rolls-Royce’s discerning clients.

- ENDS -

## 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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