ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE ANNOUNCES BLACK BADGE SPECTRE:

THE ALTER EGO, AMPLIFIED

Tuesday 18 February 2025, Goodwood, West Sussex **(EMBARGO TO 13:00 GMT)**

* Black Badge Spectre is the most powerful Rolls-Royce in history
* Development informed by hundreds of thousands of miles of anonymised Black Badge client driving data
* Early client demand prompted creation of a clandestine fleet of Black Badge Spectres
* New Infinity Mode changes driving character and summons 485 kW (659 PS) of power, delivered effortlessly
* Black Badge aesthetic denotes a more visceral Rolls-Royce driving experience: coloured canvas behind Illuminated Pantheon Grille, new Vapour Violet colour inspired by the neon lights of 1980s and 1990s club culture, Illuminated Black Badge Treadplates, Technical Fibre, Illuminated Fascia
* Spirited Mode, inspired by Rolls-Royce Merlin engine feature, unlocks landmark 1075 Nm of torque
* Black Badge is Rolls-Royce’s formidable alter ego, made for clients who fearlessly reject convention

*“Black Badge Spectre is one of the clearest statements of power and purpose we have ever made. It has been created in the image of our boldest and most audacious clients, with meticulous attention to detail. From the beginning of Black Badge Spectre’s journey, the clients who requested this extraordinary motor car dared us to share their fearless spirit. In response, our engineers combined data science, qualitative feedback, and their own deep knowledge of the brand’s alter ego to craft an intense and uncompromising character, and the most powerful Rolls-Royce in history. Reflecting the Black Badge character, our designers and artisans realised their most dramatic and provocative vision with vivid details and exquisite contemporary crafts. The result is Black Badge Spectre: the alter ego of our brand, amplified.”*

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

*“The development of Black Badge Spectre began with our deep understanding of engineering the uncompromising nature of the Black Badge character, overlaid with the detailed analysis of client feedback and their driving style. Black Badge owners from around the world permitted our specialists to access their anonymised data, enabling us to create a new driving experience perfectly suited to – and validated by – the way our clients use their motor car. Following internal development, a small tranche of ‘secret’ Black Badge Spectres was built for a group of clients who requested the earliest possible access to this motor car. They emphatically approved of our engineering response, highlighting the powerful connection between Rolls-Royce and its clients.”*

**Dr Bernhard Dressler, Director of Engineering, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars unveils Black Badge Spectre – the marque’s alter ego, amplified. In addition to debuting bold exterior finishes, vivid interior details, and innovative opportunities for Bespoke, Black Badge Spectre can summon a four-figure torque output (1075 Nm), with a record 485 kW (659 PS) of power. This makes Black Badge Spectre the most powerful Rolls-Royce in history.

In every way, Black Badge Spectre is Rolls-Royce at its most potent and audacious – which perfectly captures the spirit of the bold individuals it has been created for, and who requested it. Black Badge clients are unique within Rolls-Royce – building their success on pushing boundaries and refusing to be defined by traditional codes of luxury. Their approach to luxury is no different. They accept nothing less than the most exquisitely crafted products and uncompromising experiences, but demand a dynamic edge and an unapologetic attitude that reflects their world, their story, and their daring.

The decision to craft such a potent motor car was driven by the extraordinary expectations of the marque’s Black Badge clients. Their rigorous demands required an equally formidable engineering response, built on Rolls-Royce’s profound understanding of what a Black Badge should be: effortlessly intense, immediate, and precise.

To ensure this philosophy accurately reflected how clients use their motor cars in the field, a group of Rolls-Royce owners granted engineers access to their anonymised driving data, allowing drivetrain specialists to quantitatively analyse their driving behaviour across hundreds of thousands of collective miles. This revealed that clients exploited maximum power in short pulses more than over extended periods. This insight provided powerful validation of the marque’s approach, perfectly matching the dramatic, intense character of the most powerful Rolls-Royce ever created – meticulously developed in the image of this bold client group.

**HARNESSING FORMIDABLE POWER**

For Black Badge Spectre, the concept of formidable bursts of power is taken to an extreme with two powertrain innovations. Although these functions are new for a Rolls-Royce motor car, they have a historical precedent. In aircraft powered by the legendary Rolls-Royce Merlin engine, including the Supermarine Spitfire, pilots could obtain a burst of additional power by pushing a switch on the throttle quadrant. While the robust Merlin engine was easily able to accommodate these temporary pulses, pilots were required to report the use of the function on landing as a precaution to flight engineers – a requirement that does not apply to Black Badge Spectre drivers today.

The first innovation is a unique Infinity Mode, a tribute to the Infinity symbol used to signify a Black Badge Rolls-Royce. Unlocked by pressing the Infinity ∞ button on the steering wheel, the full 485 kW (659 PS) of power is made available, providing a more direct throttle response to the driver. Once this mode is activated, the dials become more vibrant to match the change in the motor car’s character.

Black Badge Spectre also features Spirited Mode, which allows the driver to experience a burst of intense, instantaneous acceleration. When the motor car is stationary, the driver engages this function by fully depressing the brake and throttle at the same time, waiting for a haptic and visual response signalling the car is ready, before fully releasing the brake. This temporarily amplifies the torque output to a landmark 1075 Nm, unleashing a surge of force and propelling the motor car from 0-60mph in just 4.1 seconds.

**BLACK BADGE CHASSIS ENGINEERING**

Rolls-Royce chassis specialists have introduced a number of changes to inspire clients to wield the unprecedented power of Black Badge Spectre with confidence. The steering weight is increased and the roll stabilisation is adjusted to create more feedback from steering inputs and reduce body-roll during cornering. Enhanced dampers also increase body control, reducing ‘squatting’ under acceleration or deceleration. These revisions perfectly balance an enhanced sense of engagement with the effortless operation and fêted Magic Carpet Ride associated with Rolls-Royce motor cars.

**A CLANDESTINE AGREEMENT**

Our conversations with clients made it clear that they were eagerly anticipating this motor car’s arrival long before its official debut, compelled by the potential of Spectre reimagined through the bold, unwavering lens of Black Badge. In response to their frequent enquiries, Rolls-Royce granted a select group early access to this motor car on the condition that they would keep their ownership secret until the official unveiling – a discreet introduction that resonated with the rebellious spirit of these individuals. A small, highly exclusive fleet of clandestine Black Badge Spectres was commissioned for these individuals ahead of the motor car’s reveal. Their emphatically positive response to Black Badge Spectre, and the motor car’s daring treatment that had been developed in their image, provided powerful validation of the most potent Rolls-Royce in history.

**A DARKENED AESTHETIC**

Black Badge Spectre makes its global debut in a new Vapour Violet paint finish, a deep black-violet inspired by the neon ambience of 1980s and 1990s club culture – a celebrated reference among many Black Badge clients. A painted Iced Black bonnet has also been introduced, creating a bold contrast that can be paired with the marque’s palette of 44,000 ‘prêt-à-porter’ colours. Alternatively, clients can develop a Bespoke hue reserved for their exclusive use, in collaboration with Rolls-Royce Bespoke designers.

In addition to the existing shoulder and fender coachline options, clients are now able to commission a ‘waft’ coachline, located on the lower half of the super coupé. This accentuates a crisp design line on the lower third of the motor car, subtly emphasising its commanding form and generous proportions.

Black Badge Spectre also introduces a bold new 23-inch five-spoke forged aluminium wheel design. Available in a part-polished or all-black finish, the complex geometry subtly indicates the hidden technical complexity and potency of this motor car. Highlighting the increasingly broad geography of Black Badge clients, winter tyres are available for the new wheelset from launch.

As with all Black Badge models before it, Black Badge Spectre’s mirror-polished brightwork is presented in a signature dark finish, signalling its subversive, noire character. This includes the marque’s hallmark Pantheon Grille surround, Spirit of Ecstasy, and the double ‘R’ Badge of Honour, as well as the motor car’s door handles, expansive side window surround and bumper accents.

**VIVID ILLUMINATIONS**

Furthering its commitment to advanced, contemporary crafts, Rolls-Royce has developed a unique feature that enhances and intensifies Black Badge Spectre’s Illuminated Grille. A new Illuminated Grille backplate has been introduced for the motor car, which is offered in Tailored Purple, Charles Blue, Chartreuse, Forge Yellow and Turchese, allowing clients to extend their chosen colour onto this new canvas, or create a unique accent to complement a coachline or the interior. This vibrantly coloured illumination can extend into the interior with newly developed Illuminated Black Badge Treadplates, which are available in ten complementary colours.

**A VIBRANT INNER SANCTUARY**

From the moment you enter Black Badge Spectre, its rebellious character is immediately apparent through the bold interior treatment.

The unique pattern on the Illuminated Fascia, which is an abstract expression of the Spirit of Ecstasy, now incorporates the Infinity symbol used across the wider Black Badge family. A statement of infinite power, the emblem once marked historical water-speed records and is a hallmark trusted by adrenaline pioneers. The fascia comprises over 5,500 ‘stars’ of varying proportions and intensity, set in a Piano Black ‘sky’.

Framing this advanced craft feature is a richly complex Technical Fibre surface finish. This diamond-shaped weave uses carbon and fine metal thread on top of a black Bolivar wood base. The thread is laid by hand in a diamond pattern between layers of carbon fibre, creating a three-dimensional effect. Once cured, each interior piece is sandblasted, sealed with six layers of lacquer, and hand-polished to a flawless finish, adding striking depth and clarity.

The Black Badge Infinity symbol is further incorporated in the motor car, stitched into the leather ‘Waterfall’ section, which separates the rear seats.

Black Badge Spectre’s instrument dials can be curated with a choice of five colour themes: Vivid Grellow, Neon Nights, Cyan Fire, Ultraviolet and Synth Wave, allowing clients to harmonise the physical and digital surfaces within their motor car via the SPIRIT operating system. This digital architecture of luxury also grants access to remote charging and location information, and the marque’s exclusive digital members club, Whispers.

**DRAMATIC BY DESIGN**

Black Badge Spectre is a motor car born of fearless expression and focus, meticulously crafted in the image of the daring individuals it was made to serve. Its landmark power output, chassis technologies, and expansive potential for Bespoke open a vivid new chapter in the highly successful stories of Black Badge – the formidable alter ego of Rolls-Royce.

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**INSIGHTS: THE SPECTRE CLIENT AND THEIR MOTOR CAR**

Now in its second year of production, Rolls-Royce Spectre has established itself within the marque’s pantheon of super-luxury motor cars. With deliveries well underway, Rolls-Royce specialists have mapped key trends, revealing how clients use their Spectre and its role within their lives.

Typically, Spectre is a client’s second Rolls-Royce and forms part of a seven-car garage, allowing them to select a motor car to suit every occasion. Yet, despite its exclusivity, Spectre is being driven extensively highlighting the confidence and enthusiasm of its owners. One client in Dubai has already completed more than 8,000 miles in their Spectre in a single year. Another, a renowned British entrepreneur, regularly drives their motor car on a 300-mile round trip between their business headquarters in Suffolk and the Home of Rolls-Royce at Goodwood to review various commissions. Perhaps the most extensively driven Spectre belongs to a client in Slovakia, who commutes nearly 250 miles to Prague and has covered more than 6,000 miles in the first six months of ownership. They take particular pleasure in the electric motor car experience – having swapped coffee stops at traditional fuel stations for an elevated pause at a renowned café with a fast charger.

On average, Spectre owners drive approximately 4,000 miles per year – a figure comparable to previous two-door Rolls-Royces, including Wraith, Dawn, and Spectre’s spiritual forebear, Phantom Coupé. This means clients technically only need to fully charge their motor car up to 20 times per year. The vast majority charge at home, reflecting the effortless nature of Spectre ownership. Spectre is also predominantly a driver’s car: nearly all journeys are taken by the owner alone, with only a quarter including a front passenger, reflecting the enjoyment of driving this uniquely potent and agile motor car for its own sake.

Beyond its day-to-day usage, Spectre’s dynamic capability is also shaping how clients interact with their motor cars. One client, based in Gstaad, Switzerland, was so compelled by Spectre’s agility on the mountain passes of the region that they ordered a second motor car for use on the Corniche roads of the French Riviera, close to another of their properties in Monaco. Notably, this route was among those used by the marque’s engineers during Spectre’s Lifestyle Analysis testing phase, enabling critical refinements to the suspension and drivetrain to ensure the motor car met client expectations in the very environments where they would drive it.

Demand for Spectre has exceeded expectations. In 2024, it was the second most-requested Rolls-Royce globally and the best-selling model in Europe. It also contained the second highest level of Bespoke content per motor car in the marque’s portfolio, reflecting its significance within Rolls-Royce’s contemporary offering. With Black Badge Spectre now making its debut, this extraordinary momentum is set to continue.

TECHNICAL INFORMATION

Black Badge Spectre: WLTP: Power consumption: 2.6-2.8 mi/kWh / 23.8-22.2 kWh/100km. Electric range 306-329 mi / 493-530 km. CO2 emissions 0 g/km.

Further technical 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 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.

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