Rolls-Royce Motor Cars
Ghost Family

1900

1904
Collaboration agreed between Rolls and Royce.

1904
4 May 1904: Charles Stewart Rolls meets Frederick Henry Royce at the Midland Hotel in Manchester.

1906
March 1906: Rolls-Royce the company is established.

1906
40/50 Silver Ghost.

1907
40/50 hp Silver Ghost. London to Edinburgh Run of the Silver Ghost over 14,371 miles in top gear. Production moves to Derby.

1910

1910
C. S. Rolls killed in aeroplane crash in Bournemouth.

1911
The Spirit of Ecstasy introduced. Design by sculptor Charles Sykes.

1914
Aircraft engine production starts.

1920

1921
Manufacturing plant opened in Springfield, Mass., USA.

1922
The 20 hp.

1925
New Phantom (later: Phantom I).

1929
Phantom II: 20/25 hp.

1931
Acquisition of Bentley Motors. Springfield closed.

1930

1933
Sir Henry Royce dies.

1936
Phantom III: V12 engine, 25/30 hp.

1938
Wraith: last Derby made model.

1950
Phantom IV:
only 18 built.

1955
Silver Cloud.

1950

1959
Silver Cloud II.
Phantom V.

1962
Silver Cloud III:
twin headlights.

1965
Silver Shadow: first
monocoque model.

1968
Phantom VI.

1960

Rolls-Royce Motor Cars

The Strive for Perfection

Ghost Family

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Dedication

This book is dedicated to The Hon. Charles Stewart Rolls, Sir Frederick Henry Royce and all the employees of Rolls-Royce Motor Cars Limited.

Acknowledgements

Rolls-Royce Motor Cars would like to thank the employees at the Home of Rolls-Royce Motor Cars at Goodwood and the Rolls-Royce Enthusiasts' Club for their kind co-operation during the compilation of this book.

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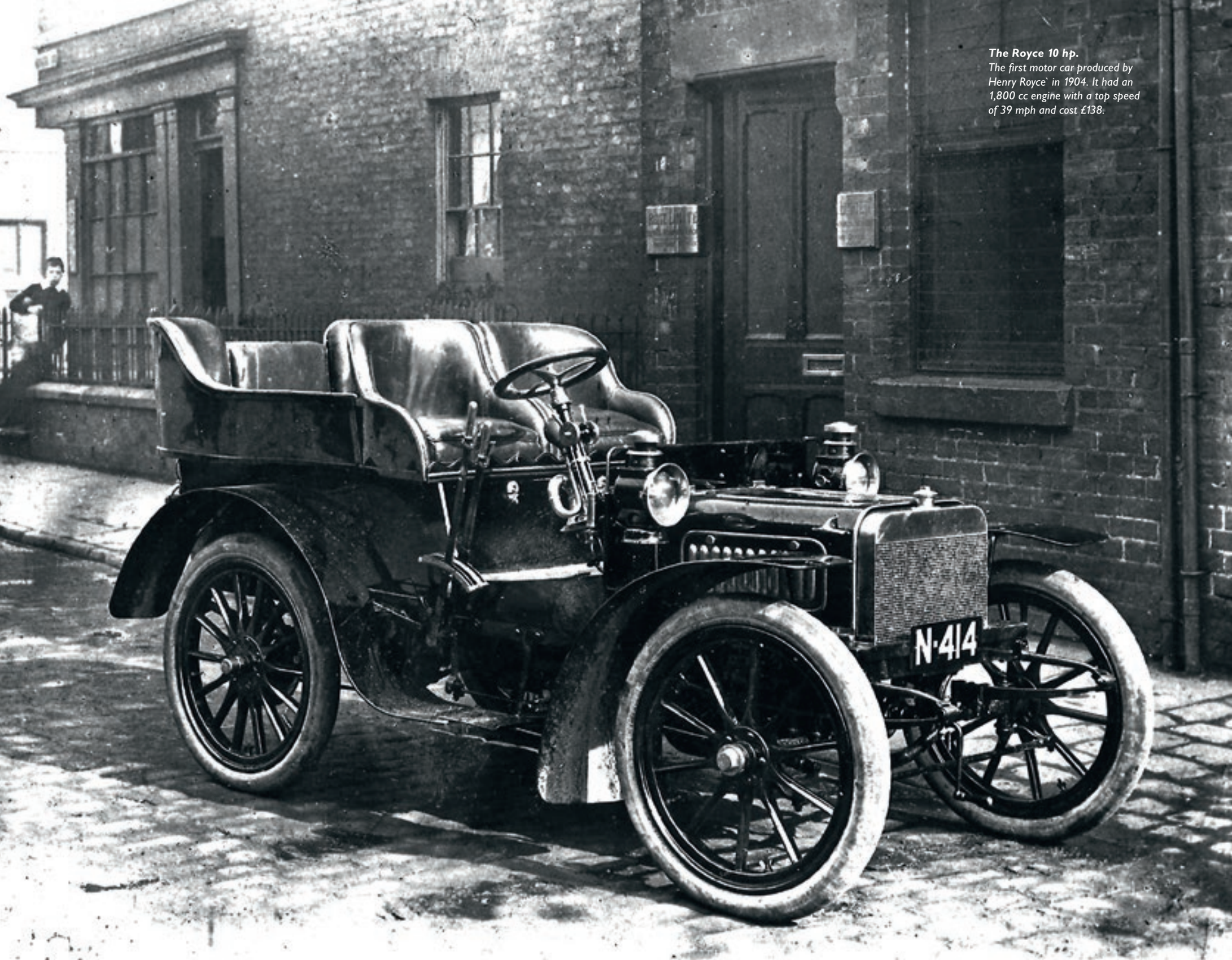


The Royce 10 hp.
The first motor car produced by Henry Royce` in 1904. It had an 1,800 cc engine with a top speed of 39 mph and cost £138.

Preface

When Henry Royce was designing what was to become the first Rolls-Royce, a friend suggested that the only way to make the venture work would be to ‘turn out a reliable car at a low price and sell it to the general public.’

Henry replied that he could not do that; his idea was to, ‘turn out the best car in the world regardless of cost, and sell it to those people who could appreciate a good article, and were willing and able to pay for it.’

Over 100 years later, that same desire to produce The Best Car in the World is still the driving force behind Rolls-Royce Motor Cars.

Contents

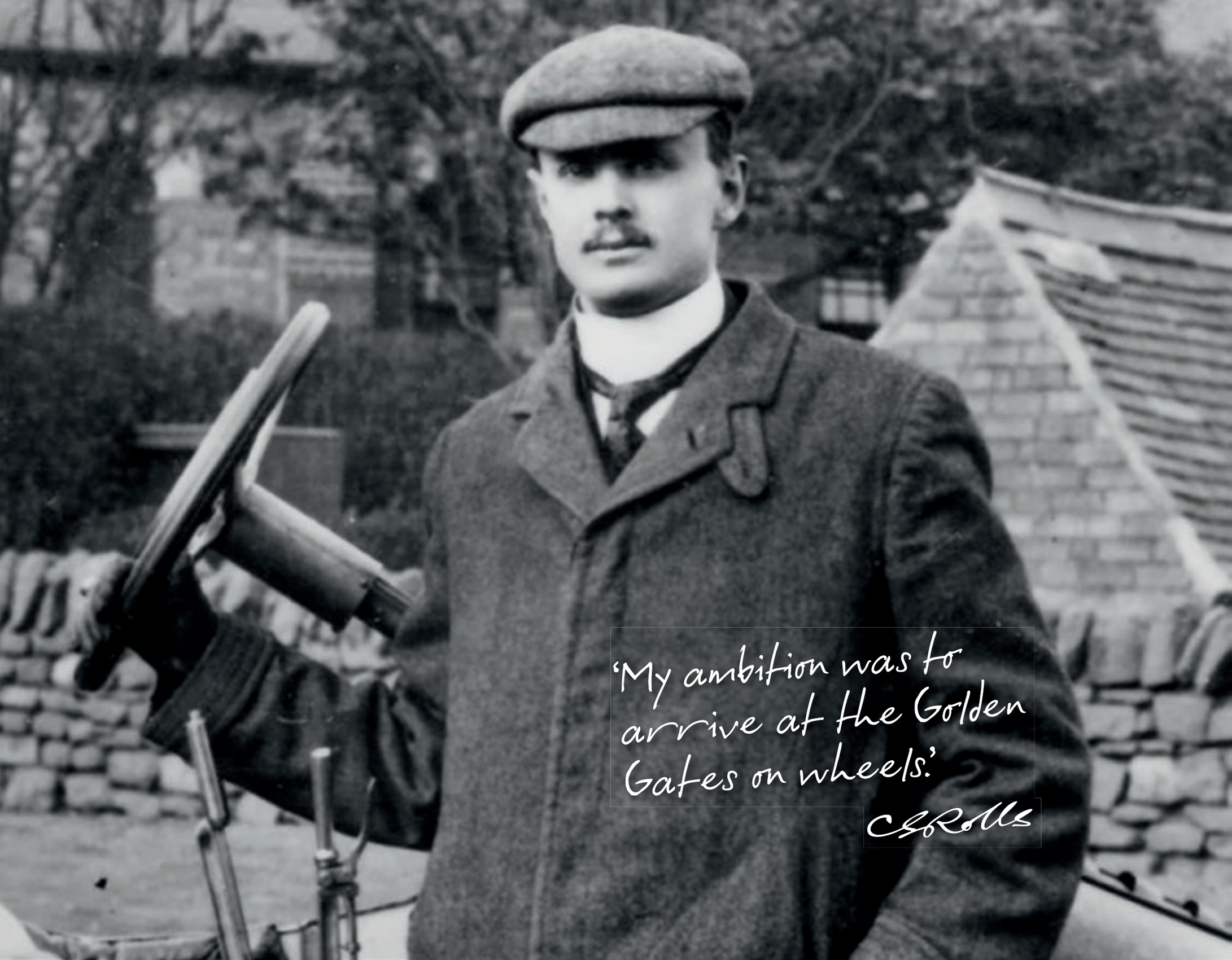
Preface	4	Experimental Cars	44
Introduction	8	Ghost Family	56
The Founders	10	Ghost Series II	58
Claude Johnson	16	Ghost Series II Extended Wheelbase	68
Rolls-Royce engines	18	Goodwood	78
The Spirit of Ecstasy	22	Assembly	87
Design and engineering	28	Bespoke	101
Owners	38	Index	112

Introduction

Rolls-Royce Motor Cars

The founding partners of Rolls-Royce Motor Cars came from very different backgrounds. Charles Stewart Rolls was born into the British aristocracy and enjoyed a privileged upbringing in the highest echelon of society. Frederick Henry Royce, however, was the son of a miller and forced to become the breadwinner in his family from the age of nine.

Yet despite the differences in their circumstances, they went on to form an unlikely partnership – one that was forged on a mutual interest in engineering and motor cars. And even though their partnership only lasted six years, it led to them creating what is widely acknowledged to be The Best Car in the World.


'My ambition was to arrive at the Golden Gates on wheels.'
C S Rolls

The Founders

The Hon. Charles Stewart Rolls

Charles Rolls was born in 1877. The third son of Lord and Lady Llangattock, he was raised in privilege at The Hendre, a large country estate outside Monmouth in Wales.

After attending Eton, he went up to Cambridge to study mechanical engineering at Trinity College, and became the first undergraduate there to own a motor car. Indeed, his reputation for tinkering with cars earned him the nicknames 'Dirty Rolls' and 'Petrolls' among his peers.

By the time he left university, Charles Rolls was already an enthusiastic and accomplished motorist. He also raced bicycles, motorbikes and motor cars, and in 1903, broke the world land speed record in Dublin, driving a 30 hp Mors at nearly 83 mph. However, due to the use of unapproved timing equipment, the international governing body at the time refused to acknowledge his accomplishment.

To fund his sporting activities, he set up C. S. Rolls & Co., one of the first car dealerships in Britain. He then persuaded his friend Claude Johnson to resign as Secretary of the Automobile Club and join him in business. Together they began importing and selling mainly Peugeot cars from France and Minerva cars from Belgium.

Rolls also had yet another passion; one that overtook his interest in motor racing and ultimately led to his untimely death: aviation. He was one of the founding fathers of the Aero Club and the second person in Britain to hold a pilot's licence.

Having already made hundreds of recorded ascents in hot air balloons, his interest in powered flight heightened following his introduction to Wilber and Orville Wright. After his maiden flight in 1908, Rolls completed the first non-stop double crossing of the English Channel on 2 June 1910. Tragically, he was the first Englishman to die in an aviation accident a few weeks later, when his Wright Flyer aircraft crashed at an air show in Bournemouth on 12 July. He was just 32 years old. While Rolls's life may have ended suddenly, his legacy lives on.

Sir Henry Royce

Frederick Henry Royce was born in Alwalton, Peterborough in 1863. The youngest of five children, Royce moved to London to support his impoverished family. He began by selling newspapers for WHSmith & Son, and then became a telegraph boy for the Post Office, delivering telegrams around the West End of London. (It is even suggested that he delivered congratulatory telegrams to Lord and Lady Llangattock on the birth of their son Charles in Mayfair in 1877.)

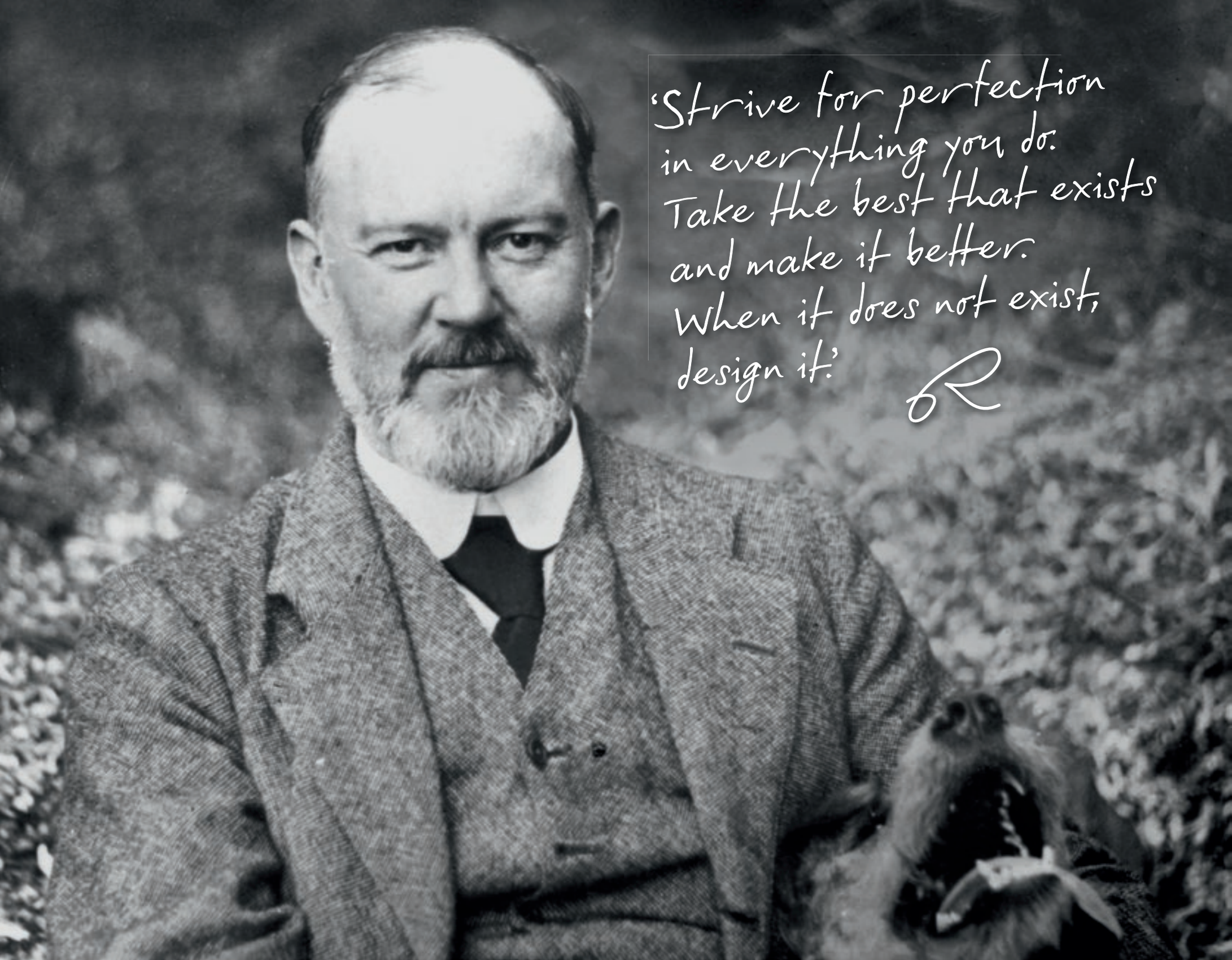
The 14-year-old Royce's fortunes changed when an aunt offered to pay for an apprenticeship at the Great Northern Railway Works in Peterborough. Working under the influence of one of the outstanding engineers of the day, Royce took every available opportunity to improve his education, spending his evenings studying algebra, French and electrical engineering.

With a natural talent for engineering emerging, he found a job with the Electric Light and Power Company in London, and later moved to their Liverpool branch.

In 1884, at the age of just 21, he started his own business, F. H. Royce and Company, with his friend and fellow engineer, Ernest Claremont. They put £70 of their own money into the venture and worked around the clock manufacturing small electrical components such as doorbells, dynamos and light fittings. (Indeed, the improvements Royce made and patented to the bayonet light bulb fitting are still in use.)

Royce became interested in producing motor cars after replacing his De Dion Quadricycle with a second-hand two-cylinder French Decauville. While initially impressed, he soon became dissatisfied with its standard of construction and reliability and, characteristically, decided he could do better.

He began work in the corner of the Cooke Street works of the newly named Royce & Co. Ltd., and by the end of 1903, had designed and built his first petrol engine. On Friday, 1 April 1904, Royce left the factory to the cheers of the workforce at the wheel of the first Royce motor car, a 10 hp.


'Strive for perfection
in everything you do.
Take the best that exists
and make it better.
When it does not exist,
design it.'
R

The Midland Hotel, Manchester.
It was here that Charles Rolls and Henry Royce met for the first time on 4 May 1904 and agreed to start producing and selling cars under the name Rolls-Royce.

'I have met the greatest engineer in the world.'

C S Rolls

When Rolls met Royce

Charles Rolls and Henry Royce met for the first time on 4 May 1904 over lunch in the Midland Hotel, Manchester.

Henry Edmunds, a shareholder in F. H. Royce & Company and a friend of Charles Rolls and Claude Johnson, brokered the historic meeting.

It was instigated after Edmunds boasted to Johnson about his new 10 hp Royce motor car. Johnson knew that Rolls was growing frustrated at only being able to sell foreign imports, and wasted no time in informing him that a company in Manchester was producing a 'superb little twin-cylinder car that might be the best built in England'.

Intrigued, Rolls travelled with Edmunds to Manchester by train. On the way he told Edmunds that he, 'wanted to produce a car connected with his name that would become as much a household word as Broadwood was among pianofortes or Chubb among safes.'

Within minutes of seeing the little 10 hp Royce, Rolls knew he had found the car he was looking for. Despite their totally dissimilar backgrounds Charles Rolls and Henry Royce hit it off immediately. And, after taking the car for a drive, Rolls agreed on the spot to sell as many cars as Royce could build under the name Rolls-Royce.

The day ended with Rolls returning to London in a borrowed Royce car, then waking his business partner, Claude Johnson at midnight to excitedly inform him, 'I have met the greatest engineer in the world'.

The first Rolls-Royce motor car.
Royce had already produced three prototype 10 hp models before he formed his partnership with Rolls. On 27 September 1904, the first 10 hp to be sold under the name Rolls-Royce was delivered to the sewing machine magnate, Paris E. Singer.

Claude Johnson

The hyphen in Rolls-Royce

Claude 'Hyphen' Johnson.
Former Managing Director of Rolls-Royce.

While Rolls and Royce were building and selling cars, it was Claude Johnson, the Managing Director, who built the fledgling company's reputation for producing the best cars in the world.

A genius at generating publicity and public relations, Johnson was so integral to the success of the company that he became known as the 'hyphen' in Rolls-Royce.

One of his early advertisements for the 40/50 hp promoted the car as, 'The six-cylinder Rolls-Royce, not one of the best, but the best car in the world,' and introduced the phrase that would for ever be associated with Rolls-Royce.

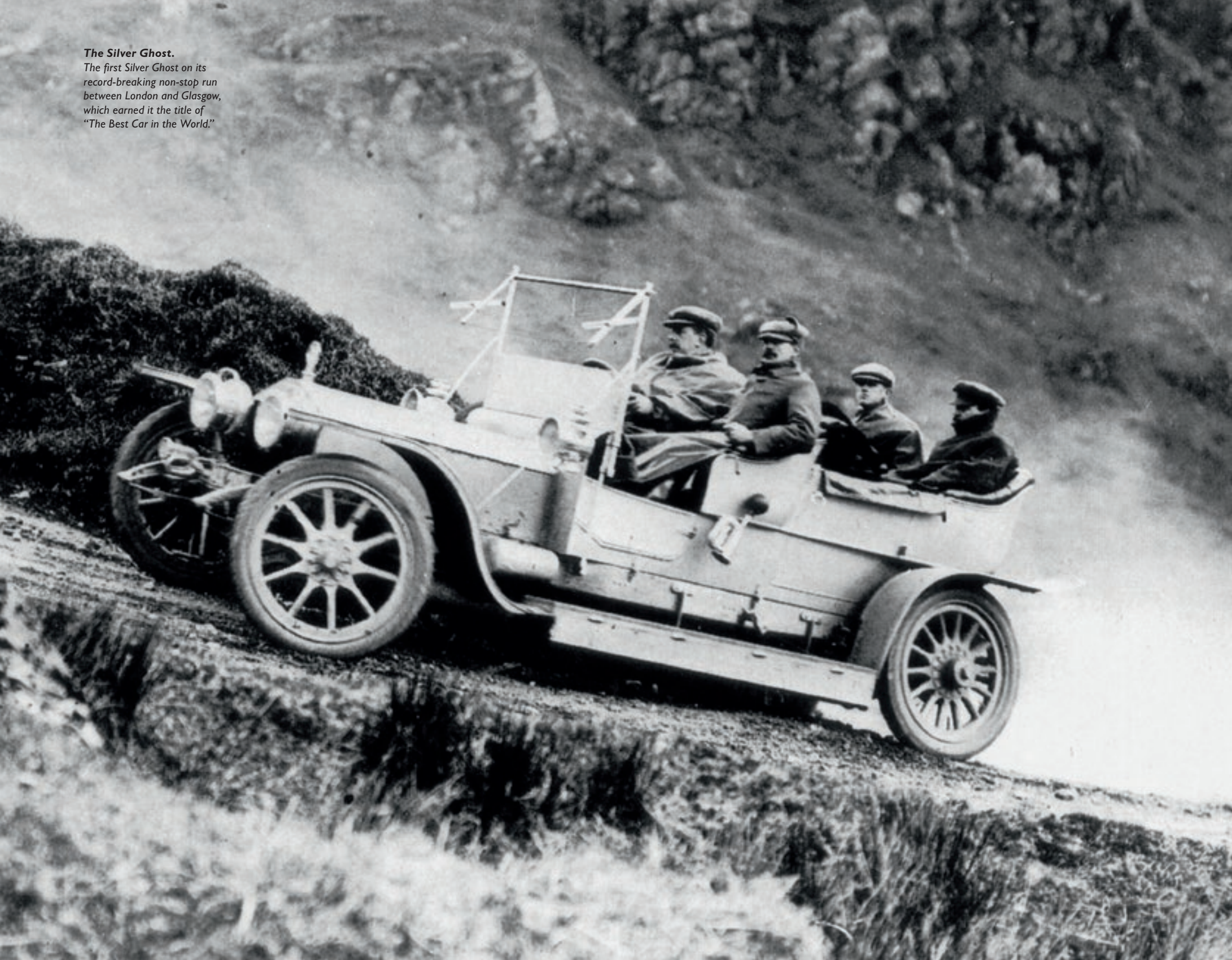
Johnson also orchestrated a series of publicity stunts to promote the quietness and reliability of the cars. These included Charles Rolls driving a Light Twenty from Monte Carlo to London in 37 hours 30 minutes.

It was in 1907, with the twelfth Rolls-Royce 40/50 hp, that Claude Johnson firmly established Rolls-Royce's reputation for unrivalled reliability and engineering excellence. Unlike the previous eleven cars that rolled off the production line, this one had its Barker & Co. coachwork painted silver and fittings silver-plated. The car was registered as AX 201, and christened by Johnson the 'Silver Ghost' to emphasise its ghost-like quietness.

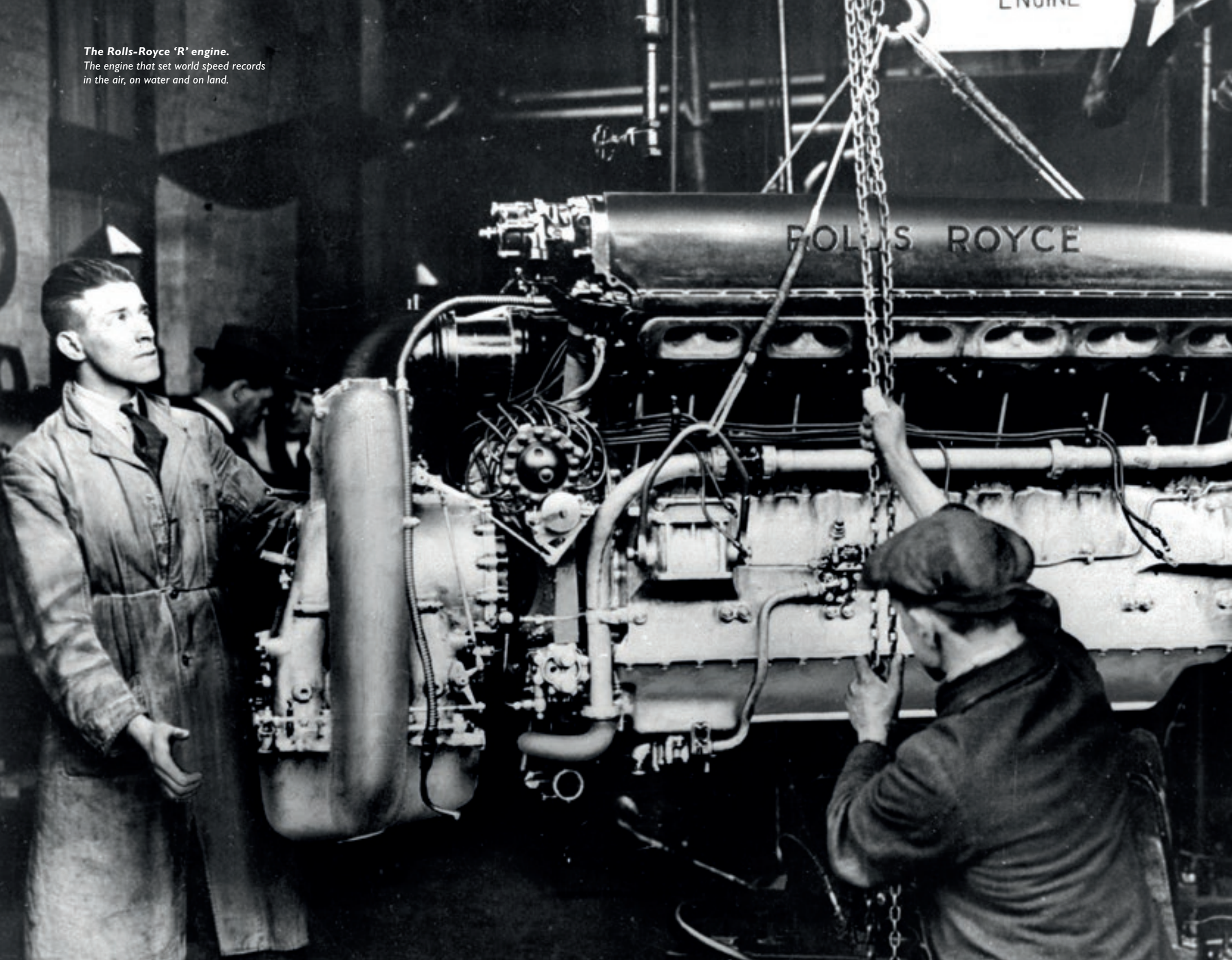
In May of that year, Johnson set out to demonstrate the superior performance of the Silver Ghost by driving it (under the supervision of the RAC) from London to Scotland and back. And it was duly reported that the car covered the 2,000 mile round trip with no mechanical problems and averaged 20.86 miles per gallon.

Claude Johnson then entered the Silver Ghost into the 1907 Scottish Reliability Trial, and the car took home the gold medal in its class for hill climbing, speed, reliability and fuel consumption.

Johnson saw the opportunity to use the journey home to further publicise the car's reliability by attempting to break the world record for a 'non-stop' run, which then stood at 7,089 miles. They set off on Monday, 1 July, and originally planned to complete 10,000 miles travelling between Glasgow and London. However, the Silver Ghost was running so well that the decision was taken to keep motoring between the two. Thirty-nine days, and 14,371 miles later it was still going, and having doubled the reliability distance record, the Silver Ghost exceeded all that it set out to achieve, emphatically.



The Silver Ghost.
The first Silver Ghost on its record-breaking non-stop run between London and Glasgow, which earned it the title of "The Best Car in the World."



The Rolls-Royce 'R' engine.
The engine that set world speed records in the air, on water and on land.

Rolls-Royce engines

A powerful pedigree

Charles Rolls had been determined to break the land speed record in the early part of the twentieth century. And although his 1903 record breaking time was never officially recognised, years later engines bearing his name would go on to power record breakers in the air, on water and on land. In 2012 the Phantom Coupé Aviator Collection was created, inspired by the pioneering spirit of Charles Rolls.

The Schneider Trophy and the world air speed record.

Rolls-Royce developed the Racing or as it became known, the 'R' engine for Britain's 1929 entry into the Intercontinental Schneider Trophy seaplane contest. Royce reputedly sketched its design in the sand at West Wittering beach with his walking stick. Piloted by Flying Officer Waghorn, the new Rolls-Royce powered Supermarine S6B not only retained the Schneider Trophy for Britain, it also established a new world air speed record of 328.63 mph in the process.

It was Britain's second consecutive victory. A third would allow them to keep the trophy for good. Unexpectedly, a major problem arose when the Labour Government refused to finance the Royal Air Force's defence of the trophy in 1931. On hearing this, Lady Houston, the richest woman in Britain, wrote a cheque for £100,000 which enabled the team to compete.

On 13 September 1931, Flight Lieutenant J. N. Boothman won the Schneider Trophy outright and set a new air speed record of 357.7 mph. Later in the same year, Flight Lieutenant G. H. Stainforth raised the record to 407.5 mph.

The 'R' engine was followed by the legendary Merlin engine, which powered allied aircraft such as the Spitfire, Hurricane and Lancaster during the Second World War. It was this unit that established Rolls-Royce's reputation as an aviation engine manufacturer, and earned Royce his baronetcy.

World water speed records.

Sir Henry O'Nell de Hane Segrave had already broken three land speed records before he set his sights on the world water speed record.

The date he chose to make his attempt was to prove prophetic. On Friday, 13 June 1930 Segrave took to the water on Lake Windermere, England in his boat, Miss England II. Powered by two 1,800 hp supercharged 'R' engines this craft successfully took the record to 98.76 mph, beating the previous record by 6 mph.

He was determined to break the magical 100 mph barrier with his third attempt. However, his boat hit a submerged branch and cartwheeled before sinking. An unconscious Segrave was rescued and taken to hospital. His Rolls-Royce mechanic, Victor Halliwell perished and was found days later still wearing his goggles and clutching his engineer's pencil and note pad. Segrave briefly regained consciousness and his last words before he died moments later were, 'Did we do it?'

The Supermarine S6B S.1595.
The winner of the 1931 Schneider Trophy.

Miss England III.
In 1932, Kaye Don broke the world record twice in one day in Miss England III on Loch Lomond, Scotland, reaching 117.43 mph on his first attempt and 119.81 mph on his second.

Thrust SSC.
The first car to break the sound barrier.

Miss England II was salvaged from Lake Windermere to be restored to her former glory. She went on to break the 100 mph barrier, this time with Kaye Don at the helm, who set a new record of 103.49 mph on the Parana River in Argentina in 1931. Don then went on to break the record again on Lake Garda in Italy with a top speed of 110.22 mph.

The 'R' engine continued to push the world water speed record higher and higher. Sir Malcolm Campbell broke it three times in Bluebird K3. At the end of 1938 it stood at 130.93 mph. A year later at Coniston Water in Bluebird K4 he broke the record again, where he reached 141.74 mph.

In 2014 the Waterspeed Collection, a series of 35 Phantom Drophead Coupés, was created to celebrate the achievements of Sir Malcolm Campbell.

World land speed records.

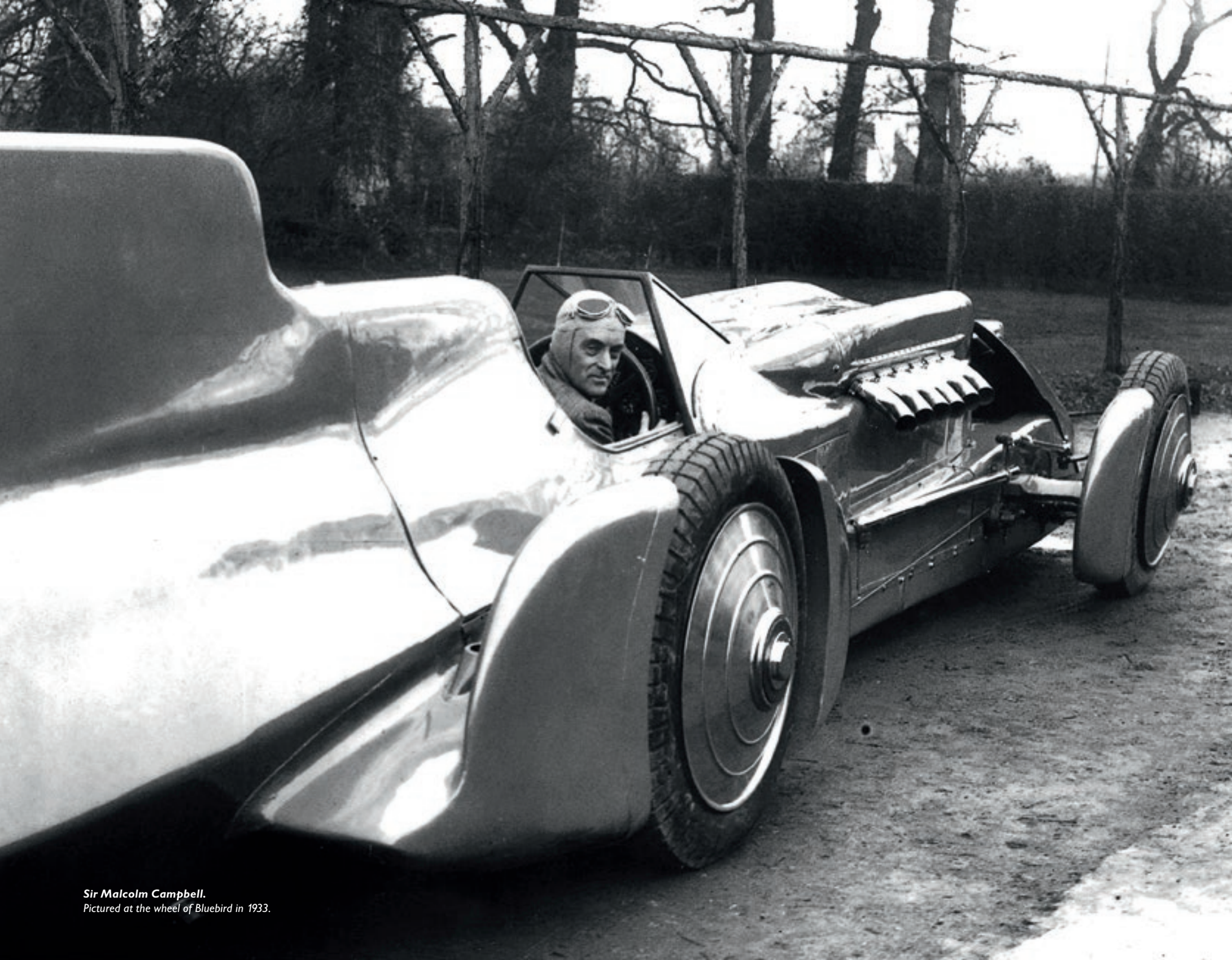
Sir Malcolm Campbell had already notched up seven land speed records before he attempted it in his car, Bluebird, which was equipped with a Rolls-Royce 36.5-litre, 2,300 bhp V12 'R' supercharged engine. At Daytona Beach, USA, in 1933, he established a new land speed record of 272.46 mph, and then two years later upped it to 276.82 mph. In the same year at Bonneville Salt Flats, Campbell became the first man to break the 300 mph barrier and set a new record of 301.13 mph.

On 19 November 1937, George Eyston raised the record to 312.00 mph in his car, Thunderbolt, which was powered by two supercharged 'R' engines which had previously powered the Schneider Trophy winning Supermarine S6B. The following year he took the record to 345.50 mph, only to have it taken from him by John Cobb in his Railton who reached 350.20 mph. However, his glory was to be short-lived. The following day Eyston responded with a speed of 357.50 mph, and reclaimed the record.

It would be another 45 years before a Rolls-Royce powered car would take the land speed record. On 4 October 1983, at Black Rock Desert in Nevada, USA Richard Noble broke the record. Powered by a single Rolls-Royce Avon 302 engine, his Thrust II reached a speed of 633.468 mph.

Noble was also behind the next bid to not only break his record, but also the sound barrier. Returning to Black Rock in September 1997, with RAF fighter pilot Andy Green at the controls of Thrust SSC, they succeeded in their first quest and achieved a speed of 714.14 mph, but failed in their second.

On 15 October, Noble's team made a second attempt. The two Rolls-Royce Spey fan jets were fired up and Thrust SSC thundered across the desert. This time, the sonic boom was clearly audible as the car broke Mach 1. The last great milestone in land speed had been achieved: Andy Green and Rolls-Royce had broken the sound barrier, reaching a speed of 763.04 mph.



Sir Malcolm Campbell.
Pictured at the wheel of Bluebird in 1933.

Eleanor Velasco Thornton.
Lord Montagu's Private Secretary and rumoured to be the lady on whom the Spirit of Ecstasy was based.

The Spirit of Ecstasy

The lady behind the myth

This is the story of the Spirit of Ecstasy, the iconic mascot that has gracefully adorned the bonnet of every Rolls-Royce motor car since 6 February 1911. It's a tale of mystery, glamour and a forbidden love affair that started at the dawn of the motoring era and ended in tragedy for more than one of those involved. Today, it leaves us with a legend and an enduring icon, which continues to define the pinnacle of automotive design and engineering over a century later.

The legend does not begin, as you might expect, when Charles Rolls and Henry Royce first met on 4 May 1904 at the Midland Hotel in Manchester. Rather, it began a few years later with a fad at the time for motorists to attach gaudy mascots to the bonnets of their motor cars. It was a craze that left the Rolls-Royce Board suitably unimpressed, especially when these mascots were attached to their motor cars.

A solution had to be found. Claude Johnson was given the challenge of finding a mascot that was more befitting for a Rolls-Royce motor car.

Johnson turned to his good friend, the artist and sculptor Charles Robinson Sykes and commissioned him to create a mascot that 'conveyed the spirit of Rolls-Royce, namely, speed with silence, absence of vibration, the mysterious harnessing of great energy and a beautiful living organism of superb grace…' Charles Sykes memorably described his creation in this way, 'A graceful little goddess, the Spirit of Ecstasy, who has selected road travel as her supreme delight and alighted on the prow of a Rolls-Royce motor car to revel in the freshness of the air and the musical sound of her fluttering draperies. She is expressing her keen enjoyment, with arms outstretched and her sight fixed on the distance.'

From the outset, the Spirit of Ecstasy was shrouded in rumour, mystery and intrigue. Nobody knows for certain who provided Sykes with the original inspiration for the figurine. And it is here that we meet the most important character in the story; and who many consider to be the most likely contender: Miss Eleanor Velasco Thornton, who was born in Stockwell, London in 1880 to a Spanish mother and an Australian father.

Eleanor was a regular model for Sykes and provided the inspiration for the main character in his illustrated cartoon series, Alice in Motorland, which parodied Alice in Wonderland and appeared in The Car Illustrated. She had also previously posed for Sykes for another mascot: The Whisper. This was commissioned as a one-off by John Scott Montagu to adorn his Rolls-Royce Silver Ghost and featured a young woman with her forefinger pressed to her lips. Many believed this gesture alluded to the secret love affair between Eleanor and Montagu.

The Whisper by Charles Robinson Sykes.
The mascot Lord Montagu commissioned for his 1909 Rolls-Royce Silver Ghost.

Charles Robinson Sykes.
Sculptor of the Spirit of Ecstasy.

It was while working as Claude Johnson's Private Secretary at the Automobile Club that Eleanor first caught the eye of Lord Montagu. So much so, that she went on to become his private secretary at The Car Illustrated, the weekly magazine he founded and edited, and ultimately his mistress.

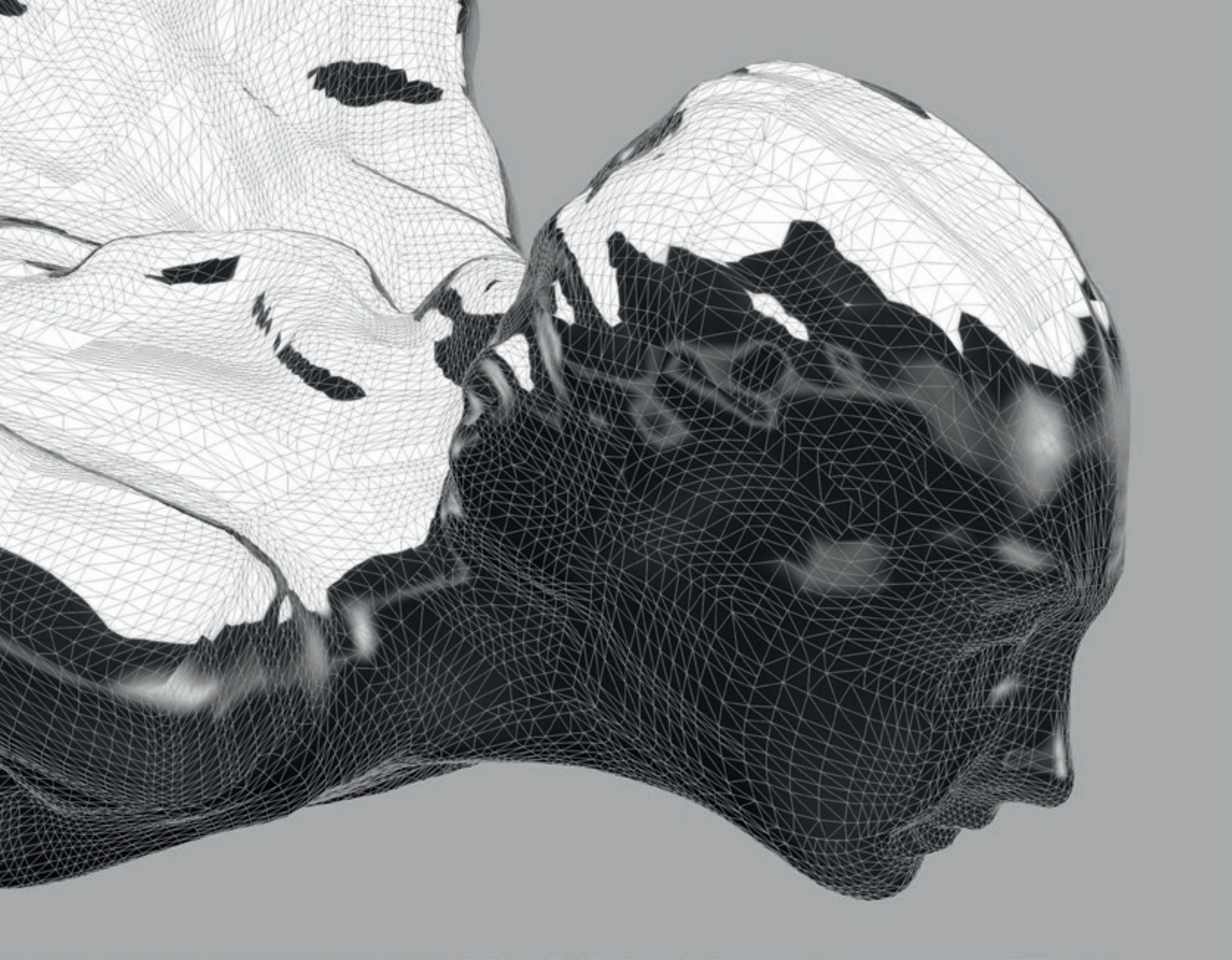
By all accounts Eleanor was regarded as 'the brains' behind the business while she worked with Lord Montagu. Yet judging by this description of her by Sykes' daughter Josephine, she was also a very liberated and inspirational woman: 'She hated clothes, she needed to live with people who were free in their ideas. She loved life. She was an amazing woman. She definitely had quite an influence on my father's work.'

The story of the illicit Edwardian love affair between Lord Montagu and Eleanor was ultimately to end in tragedy. While accompanying him on a voyage to India in 1915, their ship, the SS Persia was torpedoed in the Mediterranean Sea and sank. Eleanor lost her life, and her body was never found. Lord Montagu was also presumed drowned, and his obituary was prematurely published in The Times. However, he was rescued after spending 36 hours clinging to a lifeboat. How he survived and Eleanor perished was not down to fate; instead to the Gieve waistcoat he was wearing at the time, which included an inflatable life preserver that could be worn as a regular waistcoat when aboard ship.

But was Miss Thornton the original inspiration for the Spirit of Ecstasy? Ultimately no one will ever know. Charles Sykes never spoke publicly about the matter, and his daughter when asked many years later, is reported to have replied, 'It is an interesting story and if it makes you happy, let the myth prevail.'

'A graceful little goddess, the Spirit of Ecstasy, who has selected road travel as her supreme delight and alighted on the prow of a Rolls-Royce motor car to revel in the freshness of the air and the musical sound of her fluttering draperies.'

Charles Robinson Sykes, 1911.



Creating the legend

Each Spirit of Ecstasy is made using the 'lost wax process', a casting technique established by the ancient Egyptian and Chinese civilizations and used in Europe in the sixteenth century by Florentine sculptor and goldsmith Benvenuto Cellini.

It is a painstaking process and every Spirit of Ecstasy still takes at least a week to produce. Charles Sykes and his daughter Josephine continued to cast each statuette personally until 1939. Like any piece of art, he signed each one himself either 'Charles Sykes, February 1911', 'Feb 6, 1911' or 'CS 6.2.11'. And every Spirit of Ecstasy continued to receive this inscription until 1951. To this day, each Spirit of Ecstasy is an original work of art in itself, as every statuette is polished and finished by hand, so no two are alike.

The Spirit of Ecstasy stood at over 17 cm when she was introduced, and over her lifetime has subtly changed shape and size several times. Most notably in 1934 when Charles Sykes was once again commissioned by Rolls-Royce to create a new radiator mascot. This time it was designed to suit the needs of the new sports saloons by providing their drivers with a clearer view of the road ahead. Sykes's solution was a kneeling version of the Spirit of Ecstasy, which was discontinued in the fifties, to be replaced with a smaller version of the original standing mascot.

In 2003, the myth of whether or not the Spirit of Ecstasy was inspired by Eleanor Thornton became a reality. After many years of constant use, the original mould for the figurine had become worn and a poor representation of Charles Sykes' original vision. So with the introduction of the new Phantom, the decision was taken not just to create a new mould for the Spirit of Ecstasy using the latest digital technologies, but also to pay tribute to Eleanor by basing the face of the new statuette on her image.

An original Spirit of Ecstasy was digitally scanned and the figurine was skilfully re-sculpted using original photographs of Eleanor Thornton. After the new mould was created, the delicate facial features were further enhanced by a sculptor. Closer inspection of the new Spirit of Ecstasy will reveal it resulted in a clearer definition of Eleanor's face and restored this unique icon's beauty and presence, in keeping with the motor cars that she adorns.

The kneeling Spirit of Ecstasy.
This version was created by Charles Sykes in 1934.

First featured on the first Rolls-Royce motor car, the 10 hp, the Pantheon grille displays a confident sense of presence and occasion, whilst also providing a home for the iconic Spirit of Ecstasy.

Design and engineering

Rolls-Royce DNA

Throughout the long lineage of Rolls-Royce motor cars, several defining features and design principles have become part of the DNA of the marque. Quintessential to every car is the triumvirate of the radiator grille, the interlinked 'RR' logo and the iconic Spirit of Ecstasy.

Early grilles were the handiwork of skilled craftsmen who would spend an entire day making each one. Today the grilles are still handmade by Italian artisans and are pressed from a single piece of stainless steel.

The distinct grille on Phantom and Phantom Extended Wheelbase is a more traditional interpretation of the 'Pantheon' shape, while on Phantom Coupé and Phantom Drophead Coupé it is slightly smaller and angled back to give the cars a gentler profile. Ghost Series II features the current evolution of the iconic grille, as Director of Design Giles Taylor explains, 'We wanted it to be less reminiscent of the traditional 'Pantheon' style and more like a jet intake.'

Even when the grille is not in view, there are other design elements that immediately mark out a Rolls-Royce as being a Rolls-Royce: the 2:1 ratio of the height of the wheels to the height of the body; the long wheelbase and bonnet; the short overhang at the front and the long overhang at the rear. The long and graceful 'waftability' line is another design cue that is unique to Rolls-Royce. Running along the rear sill to the front of the car it gives the impression the car is moving even when it is at rest.

Notable signature features include the rear-hinged coach doors, which together with the virtually flat floor and large door openings allow passengers in the rear to enter and exit the car gracefully and unobserved. And the self-righting wheel hub centres that ensure the interlinked 'RR' logo remains upright at all times.

Inside every car the authority driving position provides an elevated view of the road ahead and a generous view of the seemingly endless bonnet. The dashboard is deliberately simple and uncluttered, giving effortless access to the key controls, which are positioned intuitively in front of the driver. The classic Rolls-Royce controls, which include organ stops, violin keys, eyeball vents and elegant dials, provide an aesthetically pleasing alternative to digital read outs and buttons.

The Pantheon.
The 'Pantheon' grille refers to the portico of the classical Roman temple, commissioned by Marcus Agrippa in 31 BC and rebuilt by Emperor Hadrian in 126 AD.

Silver Cloud I

Upright features

Vertical motifs

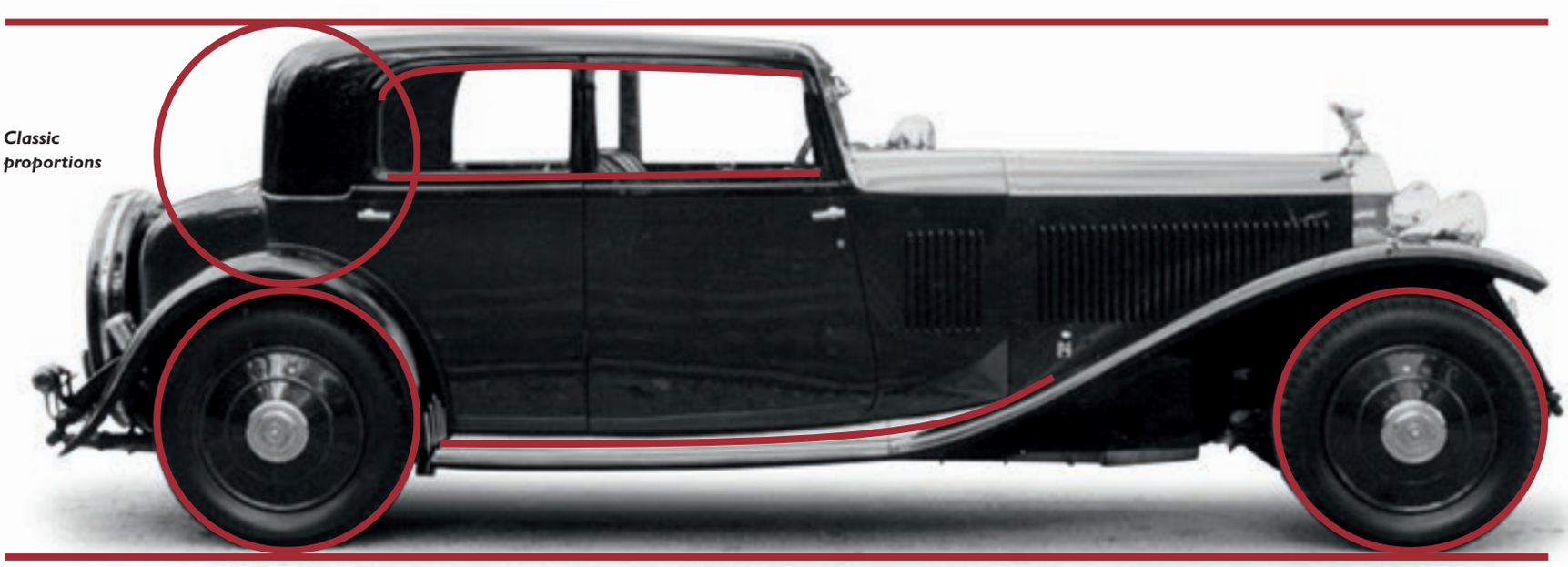
Barker bodied Phantom II Continental

Underscoring shoulder and length

Long rear overhang

Short front overhang

Barker bodied Phantom II Continental



Classic proportions

Barker bodied Phantom II Continental

Elegant C-pillar and rooflines

Waftability line

Upright features

Vertical motifs

Underscoring shoulder and length

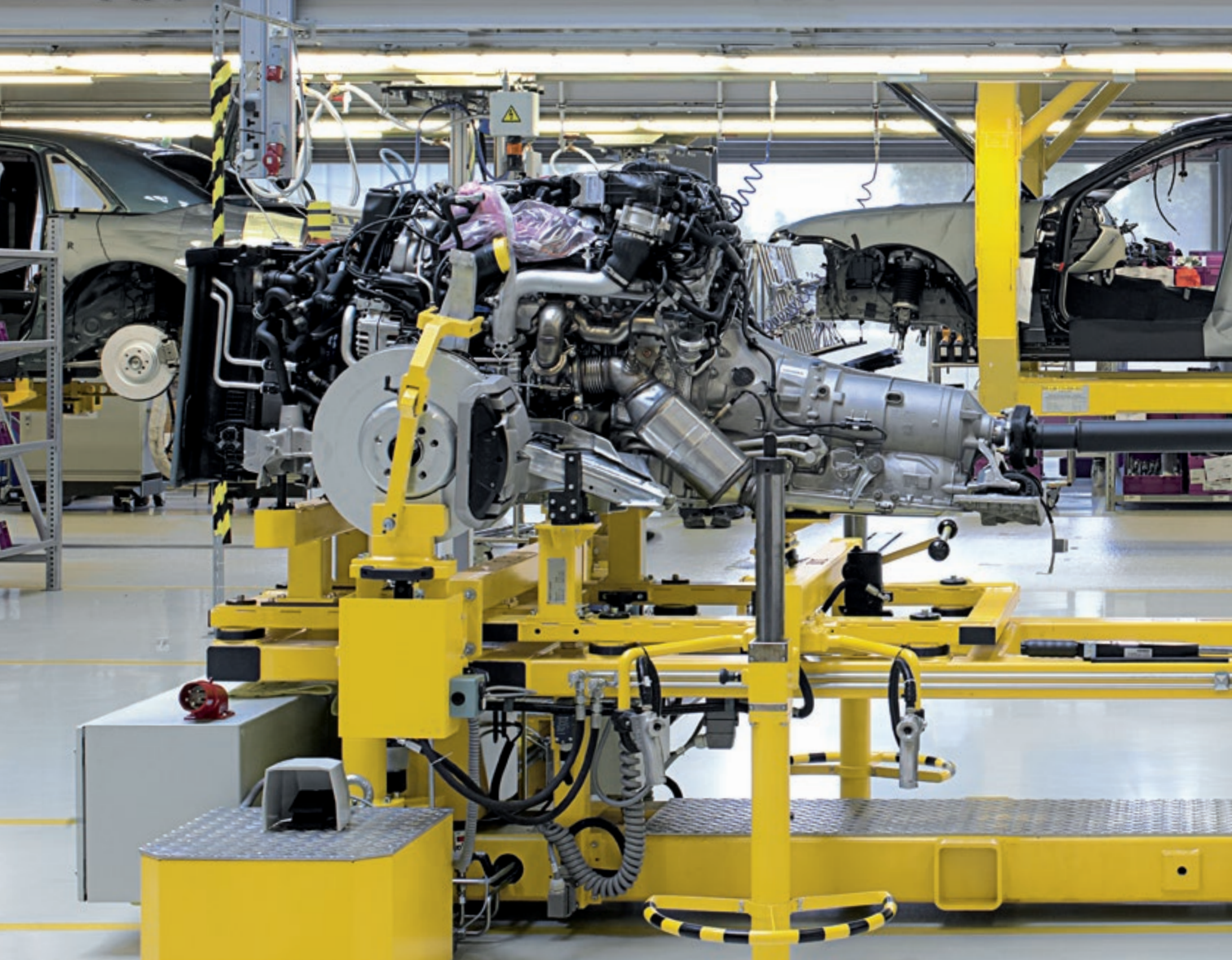
Short front overhang

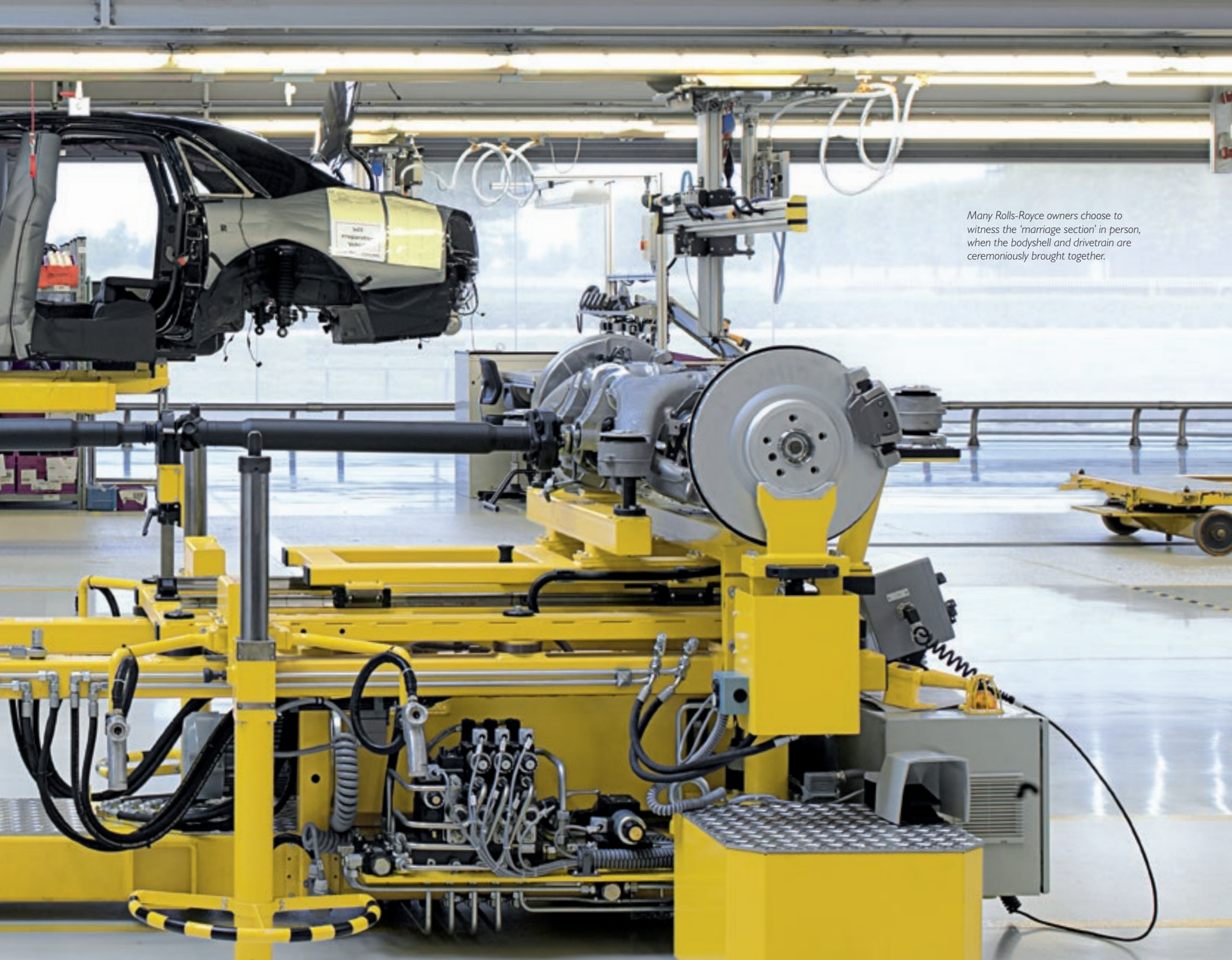
Long rear overhang

Design proportions

C-pillar and rooflines

Waftability line

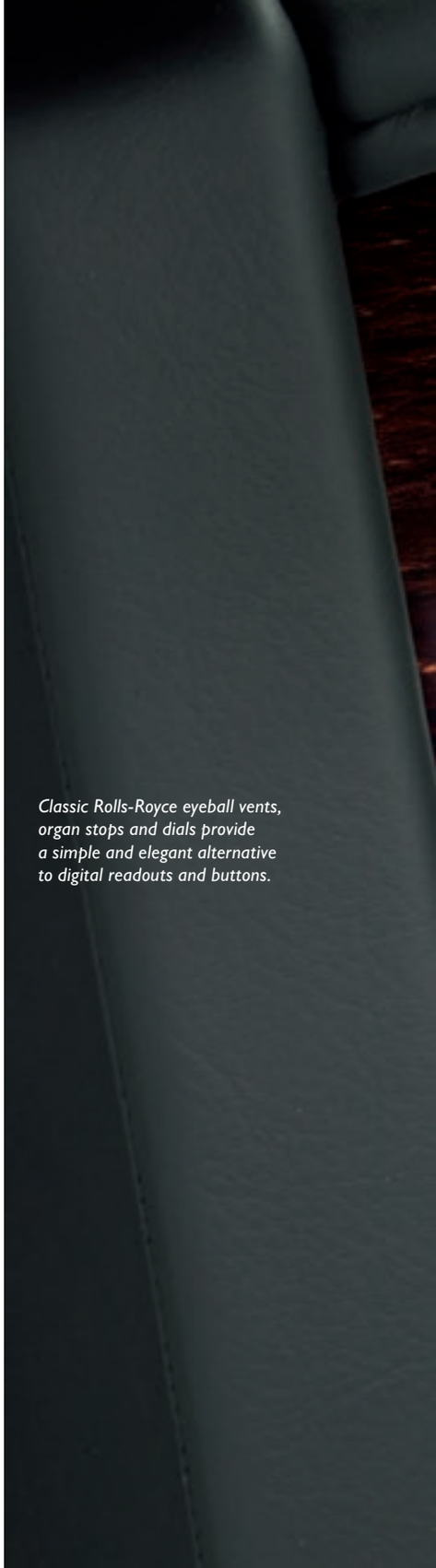




Many Rolls-Royce owners choose to witness the 'marriage section' in person, when the bodyshell and drivetrain are ceremoniously brought together.

Self-righting wheel hub centres.
They ensure that the interlinked 'RR' logo remains upright at all times.

The myth of the badge colour.
When David Ogilvy wrote his famous advertisement for Rolls-Royce, he stated: 'The Rolls-Royce radiator has never changed, except for when Sir Henry Royce died in 1933 and the monogram RR was changed from red to black'. However, an internal Rolls-Royce memo dated 18 December 1930 proves this was untrue: 'The radiator medallion is filled in red, and is generally the only red on the car. Artistically this may, and often is, considered to be wrong … Could we not standardise a black fitting?' The red medallion is still used by Rolls-Royce Motor Cars for their experimental models.



Classic Rolls-Royce eyeball vents, organ stops and dials provide a simple and elegant alternative to digital readouts and buttons.

AUTO
0
PANEL
POWER
RESERVE %

Prince Rainier III and Princess Grace of Monaco.

Owners

The great and the good come and go, usually in a Rolls-Royce

Henry Royce's famous philosophy of producing The Best Car in the World and selling it to those who could not only appreciate the genuine article, but were also perfectly willing and able to pay for it certainly proved to be successful.

The list of willing and able Rolls-Royce owners reads like a 'Who's Who' of the twentieth century, and continues to do so in the twenty-first.

With Charles Rolls's aristocratic connections, it was hardly surprising that many of Rolls-Royce Limited's earliest clientele should include the great and good of the land. Indeed, it wasn't long before Rolls-Royce motor cars were being delivered to numerous Royal households around the world.

The long association between the British Royal Family and Rolls-Royce extends back to 1919, when the Prince of Wales, later to be crowned King Edward VIII, took delivery of his first Rolls-Royce: a Barker bodied Limousine.

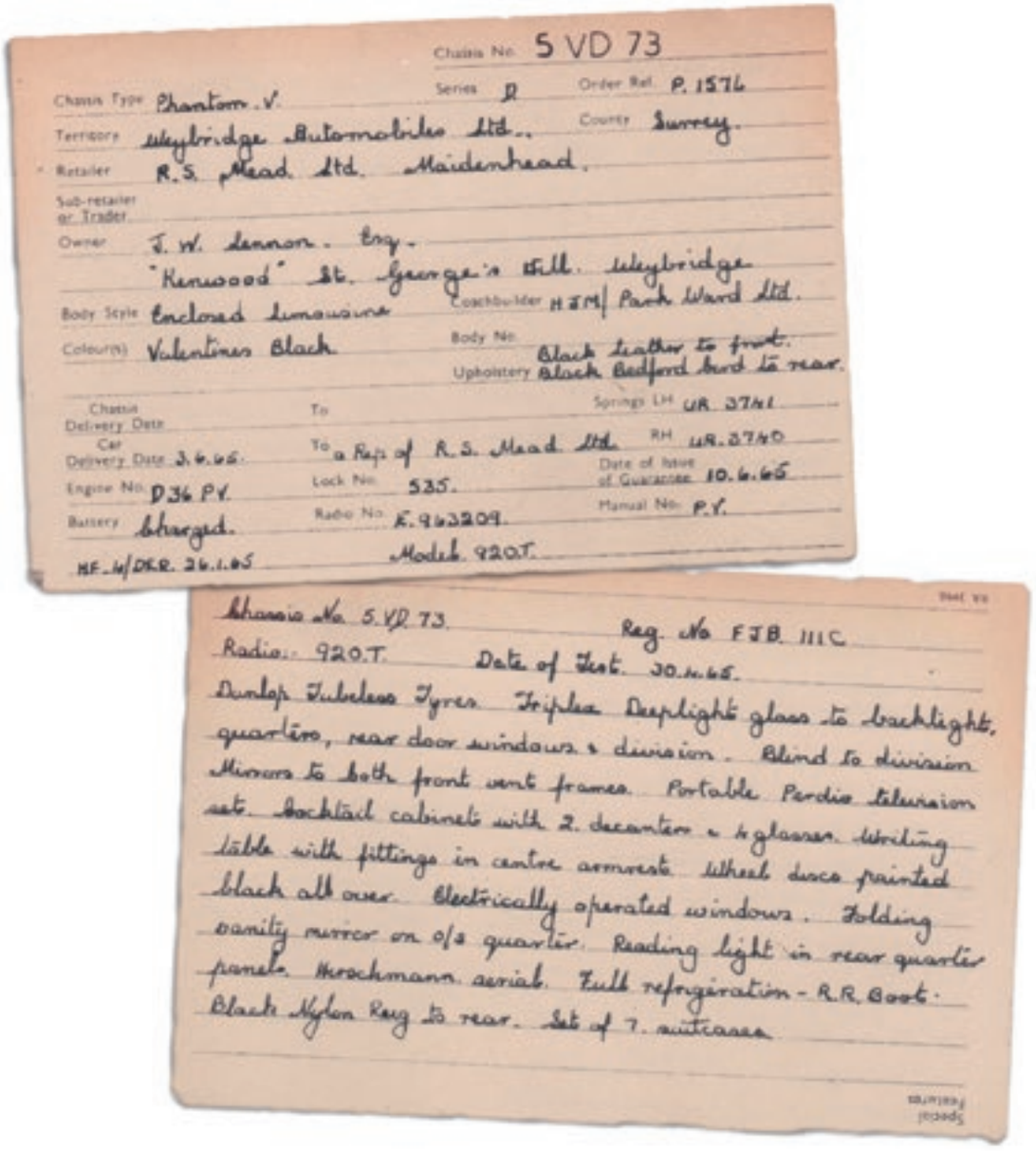
However, it was firmly established by Her Royal Highness Princess Elizabeth in 1950, when she was presented with the rarest of all Rolls-Royce motor cars: a Phantom IV. It is still in service today, together with a 1987 Phantom VI and the 1978 Phantom VI, which carried Kate Middleton to Westminster Abbey on her wedding day. Each of the State cars is painted in Royal claret livery, and when carrying The Queen the kneeling Spirit of Ecstasy is replaced with the Royal ceremonial mascot, a solid silver St. George and the Dragon.

The 1956 Rolls-Royce Silver Cloud Landaulet featured in another fairy-tale Royal wedding. This time it was between Prince Rainier III of Monaco and Grace Kelly, and the cream and black car was given to them as a wedding present from the Monégasque people.

Rolls-Royce motor cars have been owned by Hollywood royalty, too. Most notably by Greta Garbo, Charlie Chaplin, Cary Grant, Marlene Dietrich, Joan Crawford, Sammy Davis Jr., Elizabeth Taylor and Michael Caine. The 'King of Rock and Roll' Elvis Presley was also a proud owner, and bought his first Rolls-Royce, a black 1960 Silver Cloud II, on 3 September 1960. Elvis wasn't the only rock 'n' roll star to own a Rolls-Royce. Three of the Fab Four – John Lennon, Paul McCartney and George Harrison, the Rolling Stone Brian Jones and The Who's drummer, Keith Moon, were all owners.

Her Royal Highness Queen Elizabeth II and Prince Phillip.

However aristocratic, wealthy or famous the owner of a Rolls-Royce motor car may be, what distinguishes them from the owners of other cars is the fact that they own what is considered to be The Best Car in the World.



Chassis No. 5 VD 73
Chassis Type Phantom V. Series II Order Ref. P. 1576
Territory Weybridge Automobiles Ltd.. County Surrey.
Retailer R.S. Mead Ltd. Maidenhead.
Sub-retailer or Trader
Owner J. W. Lennon. Esq.
"Kenwood" St. George's Hill. Weybridge
Body Style Enclosed Limousine Coachbuilder H.J.M. Park Ward Ltd.
Colour(s) Valentines Black Body No.
Upholstery Black leather to front. Black Bedford cord to rear.
Chassis Delivery Date To Springs LH UR 3741
Car Delivery Date 3.6.65. To a Rep of R.S. Mead Ltd RH UR.3740
Engine No. D36 PV. Lock No. 535. Date of issue of Guarantee 10.6.65
Battery Charged. Radio No. F.963209. Manual No. P.V.
HF.W/DER. 26.1.65 Model 920T.

Chassis No 5.VD 73. Reg. No FJB 111C
Radio: 920.T. Date of Test. 30.6.65.
Dunlop Tubeless Tyres. Triplex Deeplight glass to backlight, quarters, rear door windows & division. Blind to division. Mirrors to both front vent frames. Portable Perdio television set. Cocktail cabinet with 2. decanters & 4 glasses. Writing table with fittings in centre armrest. Wheel discs painted black all over. Electrically operated windows. Folding vanity mirror on o/s quarter. Reading light in rear quarter panels. Hirschmann aerial. Full refrigeration - R.R. Boot. Black Nylon Rug to rear. Set of 7. suitcases.

Special Features

John Lennon's Rolls-Royce Phantom V.

John Lennon took delivery of his Rolls-Royce Phantom V on 3 June 1965. Records from Rolls-Royce's archives show that the limousine's bodywork – by Mulliner Park Ward – was originally finished in Valentines Black and that Lennon had a portable Perdio television installed as well as a cocktail cabinet with two decanters and four glasses. He also had a writing desk and a refrigerator fitted.

Lennon eventually became bored with the car's colour, so in 1967 he visited J. P. Fallon Ltd., a coachworks company located in Chertsey, Surrey, with the intent of having the car painted in psychedelic colours. After discussing the idea with J. P. Fallon Ltd., they commissioned the artist Steve Weaver to design and paint the car, for which he was paid £290.

The Beatles used the Phantom V throughout their heyday from 1966 to 1969. And in 1970, Lennon and Yoko Ono had the car shipped to the USA where they loaned it to other rock stars including the Rolling Stones, the Moody Blues and Bob Dylan. Lennon and Ono finally relinquished ownership in 1977 when they donated the car to the Cooper-Hewitt Museum in New York City.

The original chassis build record card for John Lennon's 1965 Phantom V.

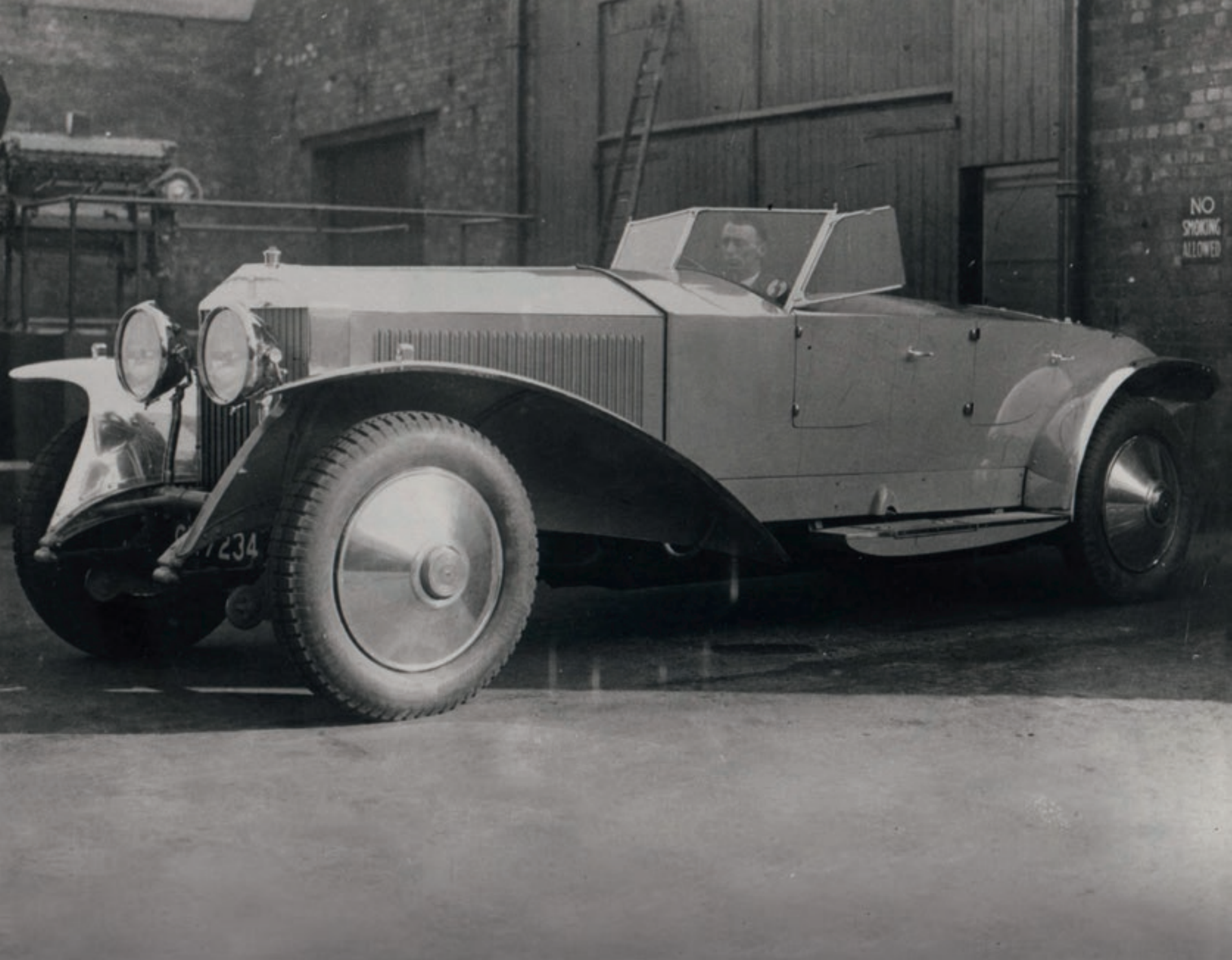
John Lennon with his son Julian and his 1965 Phantom V.

Clockwise from top left:
Boxer Muhammad Ali, actors Joan Crawford and Omar Sharif, Lawrence of Arabia.

Experimental Cars

An exploration of what might be

Experimental cars are not concept cars. They are fully functioning vehicles in their own right. And throughout its history, Rolls-Royce has used experimental cars as rolling test-beds to develop and refine new ideas and engineering solutions that one day may be incorporated in future Rolls-Royce production cars. It is one of the reasons why today, Rolls-Royce remains at the forefront of automotive design and technology.


NO
SMOKING
ALLOWED

Experimental Cars

Building the cars of tomorrow, today

It was Sir Henry Royce's passion for finding new and improved methods, materials and technologies that led him to develop his first experimental car, the 1EX. Produced in 1919, and based on a Silver Ghost chassis, it was the first of many Rolls-Royce experimental cars that spanned almost 40 years, and ended in 1958 with 45EX.

During that period, many notable experimental cars were made. These include 15EX, 16EX and 17EX, all of which were based on the Phantom chassis. In 1927 these were each given to the coachbuilders Hooper, Barker & Co. and Jarvis, in a quest to produce a lightweight Phantom sports model.

In 2004, to celebrate the company's centenary, Rolls-Royce Motor Cars engineered a new experimental car.

True to the principles of the twentieth-century EX cars, 100EX was designed and produced as an exploration of how a new Rolls-Royce might approach open-top motoring in the twenty-first century.

The successes of 100EX and its subsequent production model, Phantom Drophead Coupé, inspired Rolls-Royce to create 101EX. This new experimental model was a modern interpretation of a classic Grand Touring Coupé, and many of the innovations developed during the project were included in its production iteration, Phantom Coupé.

Through 200EX, the experimental forerunner of Ghost, Rolls-Royce set out to explore the possibilities of creating an entirely new kind of Rolls-Royce motor car; one that would be smaller and more dynamic than Phantom, yet still recognisable as a modern expression of the marque.

However, not all experimental cars go on to become production models. Rolls-Royce set out to determine whether electric motoring could deliver a true Rolls-Royce experience with the 102EX, the world's first battery electric vehicle in the ultra-luxury segment, which was based on Phantom. Throughout a year-long world tour, the opinions of owners, enthusiasts and the media were elicited, providing Rolls-Royce with valuable feedback on which alternative drive trains may be suitable to power Rolls-Royce motor cars in the future.

As Director of Design Giles Taylor says, 'Experimental cars are about exploring what is possible, rather than what is feasible at a particular point in time.' That is why Rolls-Royce will continue to develop and test new ideas and engineering solutions with future EX cars.

16EX.
One of three experimental cars built in a quest to produce a lightweight Phantom sports model.

102EX

102EX

102EX represented one of the most far-reaching initiatives undertaken by Rolls-Royce Motor Cars in recent years. Based on Phantom, it was the world's first battery powered electric vehicle in the ultra-luxury segment, however this was not the first time the company and its founders in particular had experimented with electric-powered vehicles.

Before he turned his hand to manufacturing motor cars, Henry Royce was an accomplished electrical engineer. One of his earliest clients was Pritchett and Gold, who developed a two-seater electric car, which was powered by a Henry Royce electric motor.

Charles Rolls also toyed with electric motoring in the years before he met Royce, having negotiated the rights to sell an Electric Brougham through his dealership in Conduit Street, London. Indeed, he is on record discussing the merits and his concerns about electric drive trains over one hundred years ago: 'They are perfectly noiseless and clean. There is no smell or vibration and they should become very useful for town use when fixed charging stations can be arranged. But for country use I do not anticipate they will be very serviceable – at least not for many years to come.' Consequently he turned his attention to selling petrol-powered cars.

The Spirit of Ecstasy was sculpted from a translucent polymer and uplit with blue LED light – hinting at the electric technology beneath the bonnet.

With the absence of many overt design changes, the designers were challenged with creating a special paint finish, which would distinguish 102EX from a standard Phantom. Not an easy task when the Bespoke paint options on Phantom run to over 44,000 colours. After extensive research they created 'Atlantic Chrome', a highly reflective paint that uses ceramic nano particles that are 1,000 times smaller than normal metallic paint particles. The striking paint finish has the appearance of liquid metal, and took 16 coats of paint to achieve.

F
E
R

Main
The Atlantic Chrome finished dashboard dials echo the exterior colour, while the analogue displays maintain the timeless architecture of every Phantom interior.

Top right
The standard fuel filler cap is replaced by a five-pin plug socket, which sits under a clear window. The tricolour LEDs represent the car's charging status.

Bottom right
The interior is upholstered with an experimental vegetable-tanned leather that brings out more of the natural characteristics of the original animal hides and creates less waste.

200EX

The brief for 200EX was to 'create a modern, lithe and dynamic Rolls-Royce that bore all the hallmarks of the great cars that had gone before it: effortless performance, unparalleled refinement, exquisite quality and confident design'.

The result: a car that was noticeably less formal than previous Rolls-Royce models with a presence that makes it even more appropriate to a wider range of occasions. As Director of Design, Giles Taylor states: '200EX was designed to express a little more bravado than some might expect from Rolls-Royce Motor Cars. Key aspects like the elevated prow, long bonnet, short front overhang, sharply raked A-pillar and elegant tail gave the car more than a little panache. Its presence was at once powerful, yet unobtrusive.'

A contemporary evocation of ageless Rolls-Royce elegance, 200EX broke with some areas of tradition, yet it retained the core values that make the marque unique. More importantly, it allowed Rolls-Royce to experiment with many of the designs and features that ultimately led to Ghost Series I.

'An exposition of the future.'

Giles Taylor, Director of Design.

200EX

XCC 763

RCC 362

Ghost Family

The essence of Rolls-Royce
in its simplest, purest form

In the tranquil seclusion of a seventeenth century country mansion in West Sussex, England, a handpicked team of Rolls-Royce designers gathered together in secret.

They sought to create a modern, lithe and dynamic Rolls-Royce motor car; one that would also remain true to its luxurious heritage. All that was known at that stage was that it would be smaller than Phantom.

Speculation about the design and specifications of Ghost Series I was rife among enthusiasts and motoring journalists. Then in the spring of 2008, Rolls-Royce Motor Cars released the first official sketches. The car's styling was immediately recognisable as Rolls-Royce, although less traditional than previous models.

In March 2009 the experimental car 200EX was unveiled at the Geneva Motor Show giving a tantalising glimpse of what was to come just six months later: Ghost Series I.

With its effortless performance, unparalleled refinement and air of informal presence, Ghost was a striking demonstration of the power of simplicity. Two years later Rolls-Royce Motor Cars unveiled the Ghost Extended Wheelbase, a car that would tempt even the most ardent drivers to savour the experience of being driven.

In 2014 it was time to add some striking enhancements. On 4 March Ghost Series II was unveiled at the Geneva Motorshow. Uncompromising, never ordinary, the latest Ghost and Ghost Extended Wheelbase prove once again that Rolls-Royce Motor Cars remains at the forefront of automotive design and technology.

XCC 763

Ghost Series II

No ordinary power

Dramatic, yet graceful. Effortlessly simple with cutting edge technology, Ghost Series II forges through the world with no ordinary power. A masterpiece of understatement, the new design at the front brings a poise and verve that hints at the power beneath the bonnet. This is a car that makes the extraordinary effortless whether you are driving or being driven.

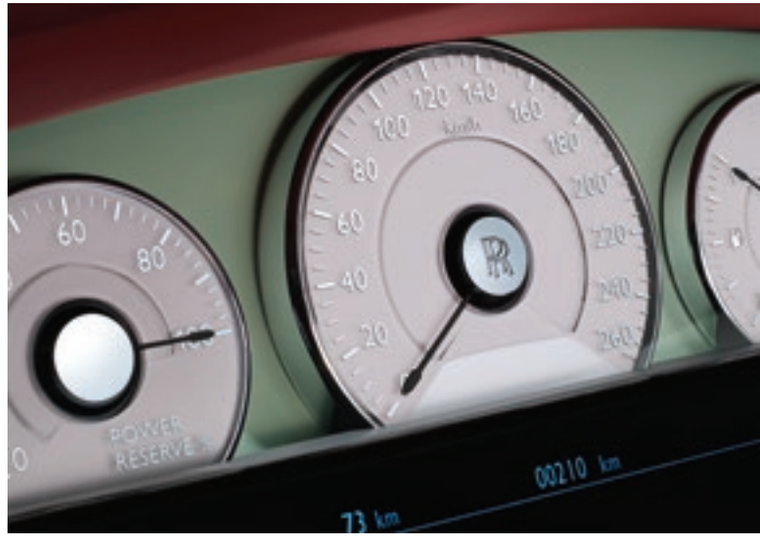
The advanced technology in Ghost serves only to make driving easier and more enjoyable. Nothing inside the car distracts from the pleasure of driving. Instead of rows of switches or banks of buttons, the veneered dashboard is clear and uncluttered; only the primary controls are displayed. Secondary controls are discreetly hidden until required, and situated where they can be operated without a second thought.

Its 6.6-litre twin-turbo V12 engine is capable of producing 563 bhp and will propel Ghost from 0 to 62 mph in a mere 4.9 seconds.[1] While this figure is impressive in its own right, what separates Ghost from other performance cars is the effortless way it delivers a seemingly endless surge of power – with 780 Nm of torque available from as low as 1,500 rpm, through the eight-speed automatic ZF gearbox.

Equally surprising is the noise from the engine when the driver pushes the start button and presses the accelerator. Ghost remains whisper-quiet no matter how hard it is pushed.

One of the challenges the engineering team faced was to make sure that even at speed, Ghost offered the smooth ride for which Rolls-Royce motor cars are rightly famed. They achieved this with a series of complex electronic aids that keep Ghost composed over virtually every surface at any speed. Moreover, the air suspension system in Ghost is so sensitive, it can even detect the movement of a single rear passenger should they decide to move from one side of their seat to the other and compensates accordingly.

Extraordinary may be a high standard to set, but in the case of Ghost Series II it was merely the benchmark.



All Rolls-Royce motor cars feature a Power Reserve dial on their facia rather than a rev counter. The analogue dial informs the driver how much power they are using and how much they have left at their disposal.

[1] *USA version 5.0 seconds.*

XCC 763

Every detail on the instrument panel has been beautifully engineered. The violin keys are made from polished chrome and the crystal glass controls on the entertainment system have a jewel like quality.

1
2
3

GHOST

The Marquis Don Carlos de Salamanca.
This photograph was taken just after he won the 1913 Spanish Grand Prix in a Rolls-Royce Silver Ghost.

Ghost is one of the most revered names in automotive history. The first cars to bear the name were known not only for their impressive dependability and refinement, but also for their great flair and style; qualities shared by their drivers. Most notably the Marquis Don Carlos de Salamanca. As well as being an early importer of Rolls-Royce motor cars to Spain, he was also a winning racing driver, and won the 1913 Spanish Grand Prix in a Rolls-Royce Silver Ghost.

It was a photograph discovered in the company's archives of Don Carlos, taken just after his victory in the gruelling 190-mile race that gave the designers the inspiration for the character of the car they were looking for. His proud and serene expression conveyed a sense of adventure and confidence they wanted to capture in Ghost.

The most recent evocation of Ghost still retains this quiet confidence. Less is more. The LED headlights have an instantly recognisable shape, which is beautifully framed by the daytime running lights. This powerful look is accentuated with the subtle sculpting of the bumper; while the chrome finishes on the lower grille create a contemporary feel.

The bright metal splitter running down the centre of the bonnet is an authentic Rolls-Royce design element. In earlier times it served as the central hinge for raising the bonnet flaps. Today, it elevates the visual impression of the bonnet and serves to increase the suggestion of its length. In Ghost Series II it has been given even more prominence, thanks to the elegant wake that tapers behind the Spirit of Ecstasy giving the feeling that she is forging through the air at great speed.

Ghost has a truly timeless grace, which Giles Taylor, Design Director of Rolls-Royce attributes to the rigorously controlled approach: "I really admire it for its purity and level of restraint. It is a very disciplined piece of design."

RCC 362

The new design at the front of Ghost Series II adds poise and verve.

Ghost Series II Extended Wheelbase

The best of both worlds

Ghost Extended Wheelbase is designed to be as enjoyable to drive as it is to be driven in.

It delivers all the poise and dynamism enjoyed by discerning Ghost owners, with the indulgent experience of an extended wheelbase car.

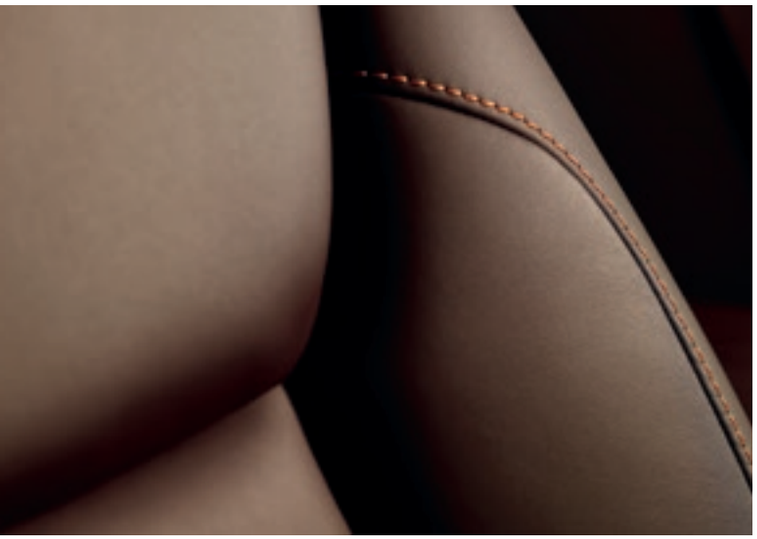
Under its bonnet sits the same powerful 6.6-litre V12 twin-turbo engine as Ghost. And even though the car is 17 cm longer than Ghost, the Rolls-Royce designers and engineers went to great lengths to make sure that it offers the same exceptional driving dynamics.

Pressing the accelerator unleashes its seemingly limitless reserve of power, which will effortlessly take Ghost Extended Wheelbase from 0 to 62 mph in just 5.0 seconds – a fraction of a second behind Ghost.

[1] *USA version 5.1 seconds.*

Comfort is built into every inch with luxurious lambswool floor mats and the finest leather. To emphasise the natural beauty of the full grain veneer, every piece is hand-polished by our master craftspeople to create a deep flawless shine. Ghost also features optional crossbanded veneer and subtle inlay to add a unique finish.

Ghost Extended Wheelbase's rear-hinged coach doors open to an angle of 83 degrees and add an extra sense of theatre and occasion when entering or exiting the car.



Behind Ghost's rear-hinged coach doors, which open to an unrivalled 83 degrees, it is immediately obvious where every millimetre of the additional length has been added.

The 17 cm of extra legroom invites the passengers in the rear to stretch out and sink their feet into the deep pile carpets or lambswool floor mats. While the abundance of extra space gives them more room to work, entertain or just relax and appreciate the exquisite craftsmanship of their surroundings. At the same time they can also enjoy another trademark feature of Rolls-Royce: pure silence. Meanwhile, the Panorama Sunroof floods the interior with daylight and provides the feel of 'open top motoring'.

As the Interior Designer Alan Sheppard explains, 'For Ghost Extended Wheelbase, we set out to emphasise the air of calm confidence and discretion achieved through the thoughtful balancing of attributes so typical of a Rolls-Royce: an interior awash with natural light, cosseting occupants in luxury yet shielding them from the hustle and bustle outside.'

The temptation to travel only in the statesmanlike rear compartment of Ghost Extended Wheelbase may prove too great for some owners. By doing so, they would be denying themselves one of the great pleasures of the car – driving it.

Carefully sculpted seats are gently angled towards each other and provide even more comfort. With the Spirit of Ecstasy Rotary Controller in the rear you can access entertainment or contacts effortlessly.

Goodwood

The Home of Rolls-Royce Motor Cars

‘The intention was to create a finely crafted contemporary building that works in harmony with its natural setting. In this way the new manufacturing plant and head office reflect the ethos behind the Rolls-Royce name, where technology and tradition are brought together with exceptional results.’

Sir Nicholas Grimshaw, Architect.

Nicknamed 'the Glass Mile', the Goodwood manufacturing plant features a glass wall that enables visitors to see the entire length of the assembly line from the main courtyard.

Goodwood

A new home for a new era

When Rolls-Royce Motor Cars was looking for a new home, it could not have chosen a more appropriate location than the environs of Goodwood.

Situated in the South Down hills near the south coast of England, Goodwood has a rich pedigree in motor racing. The Goodwood Motor Circuit played host to legendary drivers such as Juan Manuel Fangio, Sir Stirling Moss, Graham Hill and Sir Jackie Stewart. It is also the location of what is regarded as one of the world's most beautiful horse racing courses.

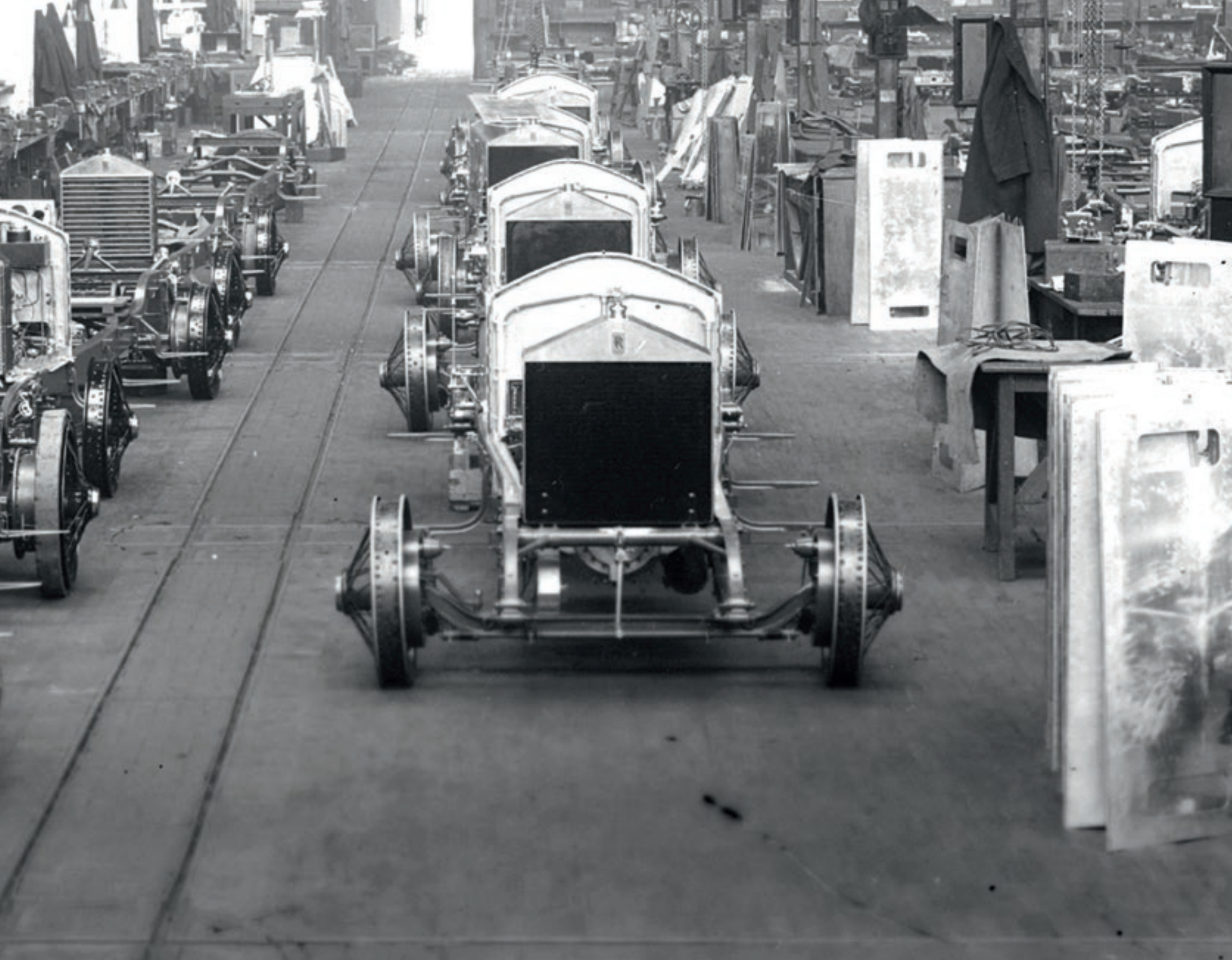
While the sporting tradition of the area fits perfectly with the heritage of Rolls-Royce Motor Cars, it is also home to a wealth of skilled craftspeople, including automotive engineers from the motor racing fraternity and leather workers who have learnt their skills in saddlery. The thriving nautical industry just a few miles away on the coast also enabled Rolls-Royce to employ the services of the best boat builders, sail makers and cabinet makers to name but a few skills.

Once the site was chosen, the next task was to find an architect who could create a contemporary building that would inspire those who work within it, and work in harmony within the natural beauty of its setting.

The commission was awarded to Sir Nicholas Grimshaw, one of Britain's most respected and innovative architects, who famously designed the Eden Project in Cornwall.

On 17 May 2003, the manufacturing plant and head office was officially opened, and Goodwood became the sixth site for the marque in its long and industrious history.

The first cars were built in Royce's Cooke Street factory in Manchester but following the success of the Silver Ghost, the company moved to a custom-built factory, designed by Royce, in Nightingale Road, Derby.



Situated in the heart of the West Sussex countryside, the Goodwood manufacturing plant has been designed to blend into the environment.

You could easily take a stroll along the South Downs or drive through the tranquil village of Westhampnett without noticing there was a fully functioning manufacturing plant in your vicinity.

The low-rise building sits partially below ground level, and follows the geographical contours of the landscape. To further minimise the facility's visual impact natural stone and cedar wood cladding is used extensively.

It features one of the largest living roofs in Europe, which is covered with more than 400,000 plants that change colour with the seasons and help the building fit seamlessly with the surrounding countryside. A further 4,000 plants, trees and shrubs were planted to further screen the buildings from view.

The manufacturing plant includes the 'Glass Mile', a window that runs the entire length of the building that affords visitors a glimpse of the cars being carefully crafted within.

The large expanse of glass isn't just aesthetically pleasing. It also allows the workshops to be filled with natural light, and creates the perfect environment for the craftspeople inside to hone their skills and transform the finest natural materials into the best cars in the world.

'An aristocratic lady once asked Sir Henry, 'What would happen if the factory at Derby produced a bad car?' Sir Henry answered, 'Madam. The man on the gate would not let it out of the works.'

In 1921 Rolls-Royce Motor Cars opened its first factory in the United States in Springfield, Massachusetts. A total of 2,944 cars were built before the factory closed in 1931, a victim of the depression that followed the Wall Street Crash.

As part of the war effort, a new factory was built at Crewe in 1938 in a bid to increase the production of the Merlin engine. After the war, the motor division was transferred from Derby.

Assembly

Sixty pairs of hands

Each Rolls-Royce motor car passes through at least 60 pairs of hands before it is handed over to its new owner. These belong to the skilled craftspeople and technicians at Goodwood.

In the paint shop, it takes seven days and five coats of paint and high-gloss clear lacquer to create the flawless mirror-like finish that owners expect and for which Rolls-Royce motor cars are famed. Only after the bodyshell has been meticulously polished by hand for over five hours is it allowed to rejoin the state-of-the-art assembly line.

Meanwhile, the wood craftspeople will have spent up to a month shaping, sanding, lacquering and hand-polishing up to 18 separate wood parts that will furnish the interior of the car. Inside the leather workshop, the upholstery for the interior gradually takes shape. The leather workers use an old-fashioned tool called a fishbone, made out of bone, to work and fashion the leather by hand. Up to 219 individual pieces of leather are cut and fitted inside a Ghost Series II, and each leather component is personally signed by the craftsperson that hand-stitched and fitted it to the car.

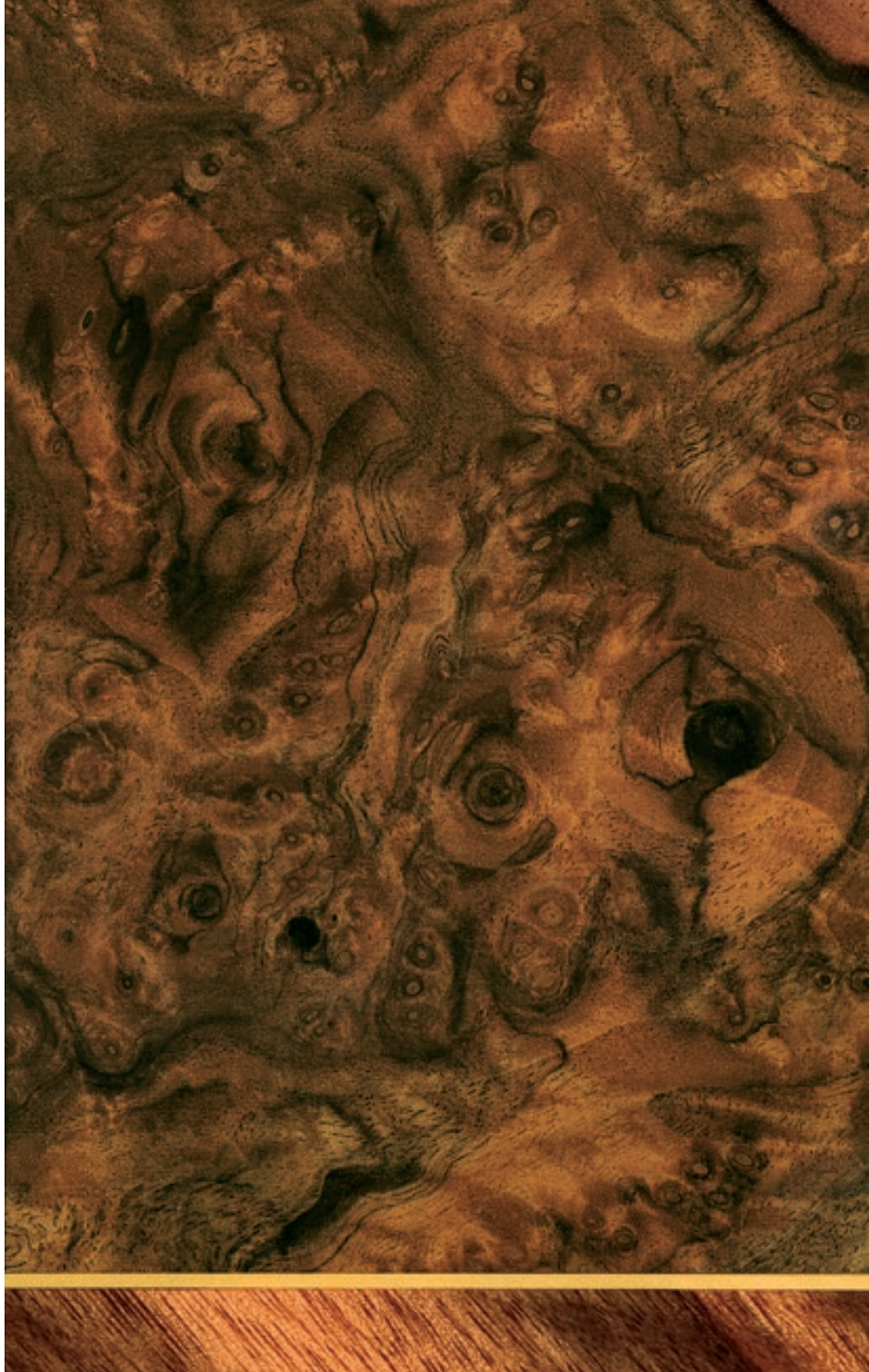
04

Woodwork

Beautiful wood is integral to all Rolls-Royce motor cars. To furnish the interiors, only the finest veneers are sourced and selected from around the world. The veneers are then shipped to Goodwood, and are stored in a specially humidified room, where they absorb moisture which makes them supple enough to work without cracking. To ensure consistency of grain, colour and patina, the veneer for each car is cut from consecutive slices of the same tree. Once the pieces of veneer are selected, they are pieced together by skilled craftspeople, many of whom worked as cabinet-makers before they came to Goodwood. They employ many of the techniques they would have used in making fine furniture including crossbanding, which involves contrasting veneers and inlaid boxwood beading. This labour intensive process can take up to a month, but the exquisite results are more than worth it.

In Ghost, only wood from the same tree is used in each car. Not only does this ensure a consistent colouration, it will also acquire the same patina over time.

Crossbanding.
Contrasting veneers and fine inlaid boxwood beading are used to create a distinctive alternative to the single veneer finish.



Leather

Even the slightest imperfection has no place in a Rolls-Royce. That is why only A-grade bull leather, which has no unsightly scars or stretch marks, is used. Each hide is then inspected for flaws by one of the finest optical instruments available; the human eye. To ensure consistency of colour each hide comes from the same batch. Hides are then drum-dyed, rather than painted, so that the colour permeates right through the leather. This process also imparts a natural suppleness to the leather and means it will neither crack with age nor squeak, which adds to the calm ambience of the car's interior.

Full Grain Leather.
Shown here in Consort Red, the leather used on the seats is so supple that it will not squeak or crack with age.

Natural Grain Leather.
It takes up to two weeks to upholster a Rolls-Royce. Ghost requires up to 219 separate pieces of leather, each of which is painstakingly matched for colour and grain. Shown here is Seashell with Navy monogram and top stitch.

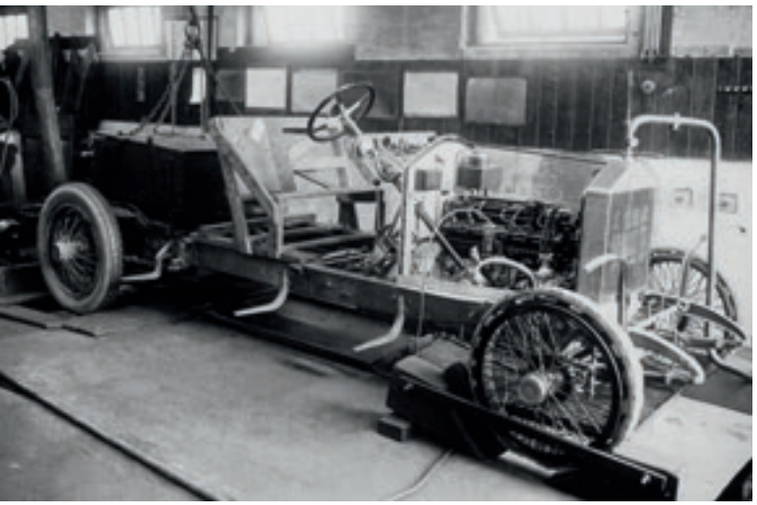
Paint

Anybody who looks closely at the paintwork on a Rolls-Royce will see a perfect reflection of themselves staring back. This isn't just due to the five layers of primer, paint and high-gloss clear coat that are applied to each car. Or the fact that Rolls-Royce uses a high-tech paint called Xirallic®, which contains additional particles that produce a more vibrant sparkle than conventional metallic paints. It is the result of many hours of hand-polishing and sanding between each of the coats that create a finish of endless depth and a flawless, mirror-like sheen.

Xirallic® Paint.
This special paint contains special particles that emit a more vibrant, complex sparkle than conventional metallic paints.

Any colour you want.
Rolls-Royce has an incredible 44,000 catalogued hues for owners to choose from. The Bespoke Team can even create a unique shade and name it after the customer.

ROLLS



A 1923 20 hp in the Test House at Derby.

The Derby factory had its own test track nicknamed 'mini Brooklands' after the world's first purpose-build motor racing circuit.

One of the most emotive moments on the assembly line occurs in the 'marriage section' where the bodyshell and drivetrain are united, and many owners-to-be choose to witness the occasion.

Once assembled, every single Rolls-Royce motor car that leaves Goodwood is put through a series of exacting tests.

The first is the four-minute shake rig test. This recreates challenging road conditions in a completely soundproofed chamber, and allows a technician inside the car to detect even the smallest amount of noise that would otherwise detract from the whisper-quiet interiors that are unique to Rolls-Royce motor cars.

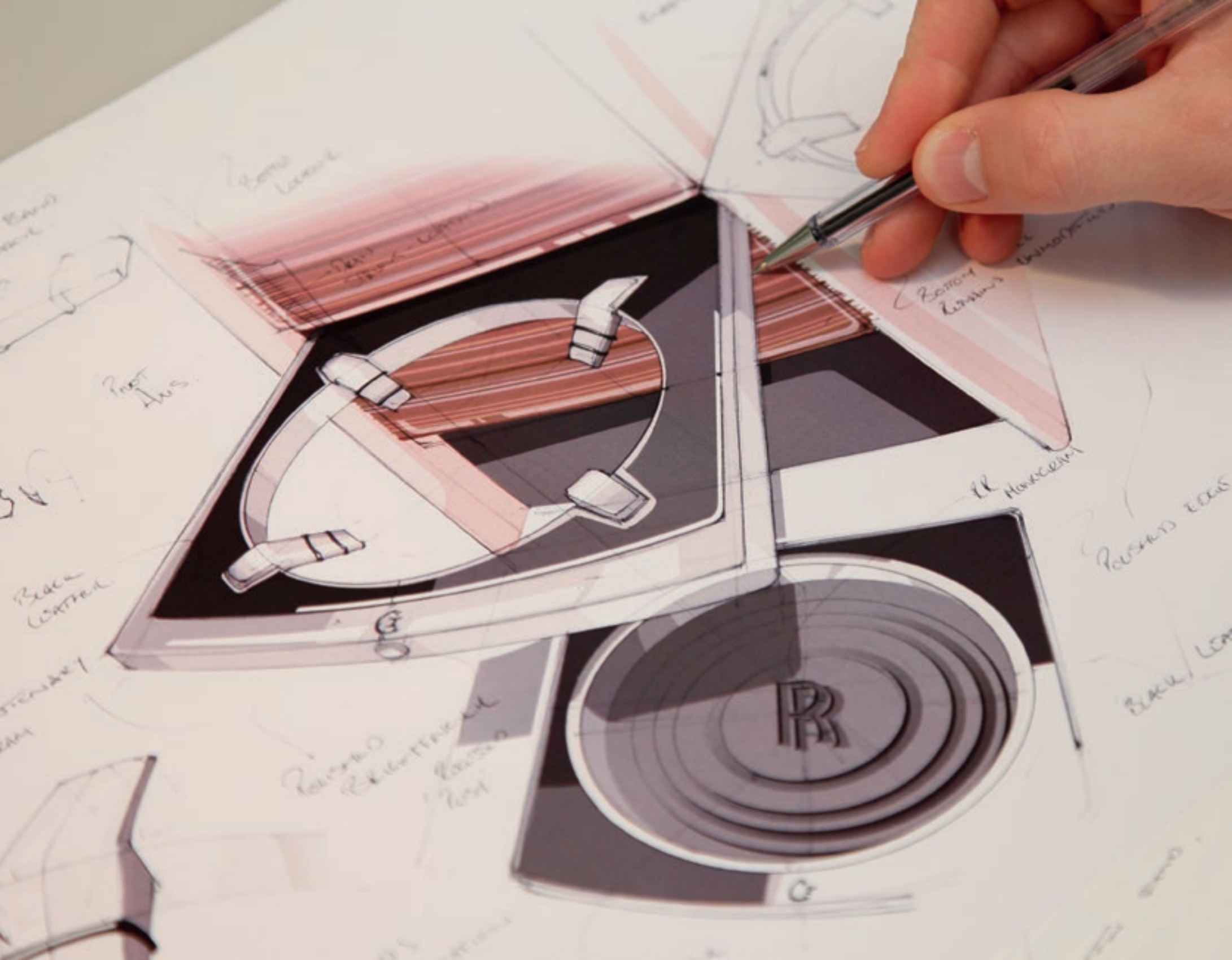
A 'monsoon' test simulates intense rainfall, and the car is deluged over 20 minutes with 5,000 litres of water, which is then recycled. Once dry, the car goes through three and a half hours of painstaking function tests, followed by a thorough road test on the roads surrounding Goodwood to make sure that the car is of exceptional quality.

A final four-hour round of inspections follow. Once these are complete, the finishing touches are added to the car: the concealed umbrellas are inserted and the interlinked 'RR' logo is fixed to the radiator grille.

Each car is then given a further five hours of hand-polishing before it is handed over to its new owner.

'Accept nothing nearly right or good enough.'

Sir Henry Royce.



Bespoke

Making dreams a reality

A new Rolls-Royce is not simply bought. It is commissioned. And as every car that leaves Goodwood is hand-built to order, many customers choose to request a few personal touches or embellishments to create a car that is truly unique to them.

Naturally, Rolls-Royce is only too happy to oblige, and no request is considered too extravagant or elaborate. As long as the integrity of the car and the brand is not compromised, the Bespoke Team at Goodwood will do their utmost to grant a customer's wishes.

It is a tradition that began in the early days of Rolls-Royce. Indeed Claude Johnson was possibly one of the first customers to commission a Bespoke Rolls-Royce when he ordered his 40/50 hp, painted silver with silver-plated fittings.

Today, customers can choose from a palette of 44,000 hues for their exterior colour scheme. However, some decide not to, in which case the Bespoke Team can create a unique colour that can be named after the customer. They have even been known to match a customer's favourite shade of lipstick or the deep red translucence of a toffee apple's candy coating.

Once a customer has specified an exterior colour, they can then choose to add the ultimate finishing touch: a pair of five-metre long single or double coachlines. Again in any colour they desire. Each one takes a skilled craftsperson three hours to paint using a special brush made from ox and squirrel hair. Coachlines can also be applied to the self-righting wheel centre caps, which can also be painted to match the body colour.

At the start of the Bespoke process, a designer will work with the customer to help shape and develop their ideas.

'Commissioning a Rolls-Royce is one of life's unforgettable moments.'

Giles Taylor, Director of Design.

Motor Cars Ltd

Order Number
4410825

Build Card

Model code
FK41 ECE

Engine code
N74R

Einstien Seq. No.
0000108357

IGEF Num

SCA664S01DUX38418

UX38418

BESPOKE VEHICLE

490 ** Upper Two Tone as RD2 **
Main body colour in St. James Red
Upper 2 tone = Bonnet/Roof/Boot Lid in Silver
Remaining parts (bumpers/sills) in main body colour

Z7XX Rolls-Royce Colour Neutral Interior

XD6 Goodwood Painted exterior parts neutral

---

940 Rolls-Royce inlay to CID lid in Silver.
(see design release for reference)

Twin coach line with Rolls-Royce logo to be positioned centrally above RR badge to match Silver. See design release for reference.
Rolls-Royce painted in arabic text to the C-pillar in St James Red See design release for reference.
Rolls-Royce logo embroidered to all 4 x headrests in Hotspur thread See design release for reference.

MODULE----------0A00 Seashell Seats & main interior
GROUP----------0A01 Seashell Seats- main body
GROUP----------0A03 Seashell Front seat squab finisher
GROUP----------0A04 Seashell Lower IP area
GROUP----------0A06 Seashell Door- main body
GROUP----------0A07 Seashell Door- pockets
GROUP----------0A08 Seashell Lower part of A-, B- and C-pil
GROUP----------0A09 Seashell Centre section

MODULE----------0B00 Hotspur Red Centre console & door panniers
GROUP----------0B01 Hotspur Red Front centre console (exc lids
GROUP----------0B02 Hotspur Red Door panniers

MODULE----------0C00 Hotspur Red Arm rests & console lids
GROUP----------0C01 Hotspur Red Door arm rests
GROUP----------0C02 Hotspur Red Front console lids

MODULE----------0D00 Black IP- top
GROUP----------0D01 Black IP Top
GROUP----------0D02 Black IP End Caps

MODULE----------0E00 Black IP- top lower
GROUP----------0E01 Black Entire E-module

MODULE----------0F00 Seashell cloth A&D-Pillar
GROUP----------0F01 Seashell cloth Entire F-module

MODULE----------0G00 Seashell cloth Hatshelf
GROUP----------0G01 Seashell cloth Entire G-module

MODULE----------0H00 Seashell cloth Headlining
GROUP----------0H01 Seashell cloth Entire H-module

MODULE----------0I00 Seashell cloth Sunvisors
GROUP----------0I01 Seashell cloth Entire I-module

MODULE----------0J00 Seashell Grab handles
GROUP----------0J01 Seashell Entire J-module

MODULE----------0Y00 Slate Seat belts
GROUP----------0Y01 Slate Entire Y-module

MODULE----------0Z00 Consort Red Carpets & mats
GROUP----------0Z01 Consort Red Interior carpets

The Individual Vehicle Docket.
When someone commissions a Bespoke Rolls-Royce motor car, every detail of their desired specification is outlined on a distinctive yellow document called the Individual Vehicle Docket. It provides a rapid reference point for the numerous technicians and craftspeople who will be involved in turning the customer's wishes into a reality.

At the front of the car, the Spirit of Ecstasy, which is traditionally crafted in stainless steel, can be fashioned in solid sterling silver, gold-plate or, if desired, illuminated.

More personal touches can feature within the interior. Customers have carte blanche when it comes to selecting the colour palette for their leather upholstery. They can also choose alternative wood veneers in numerous combinations to make the interior of their car even more distinctive. On one occasion, the Bespoke Team furnished an interior with veneer from a tree felled on a customer's estate.

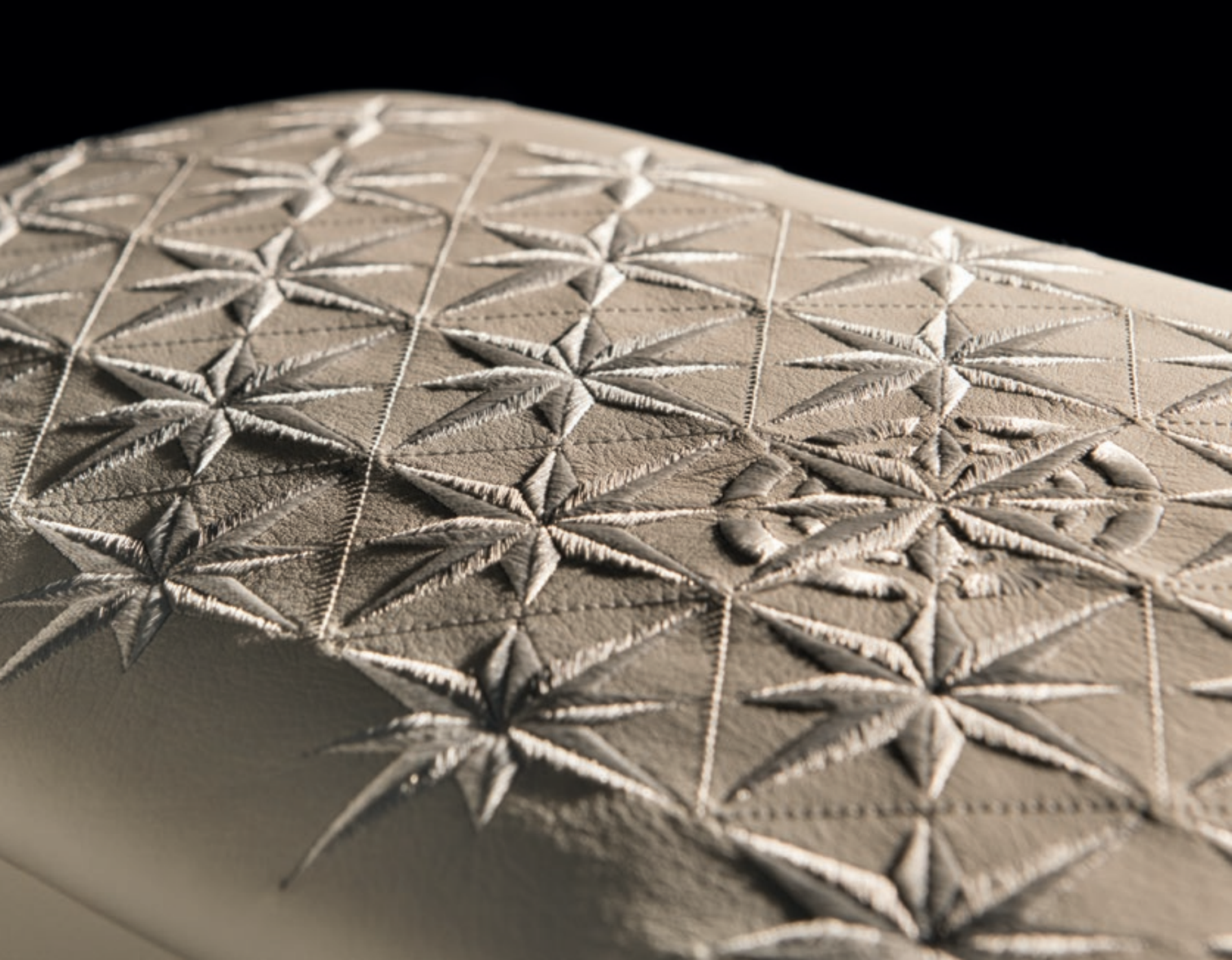
However, personal touches are not confined to the interior. Customers can also select whichever colour they wish for the exterior. One customer commissioned the Bespoke Team to create a one-off red for Ghost, colour-matched to a pair of his wife's favourite shoes.

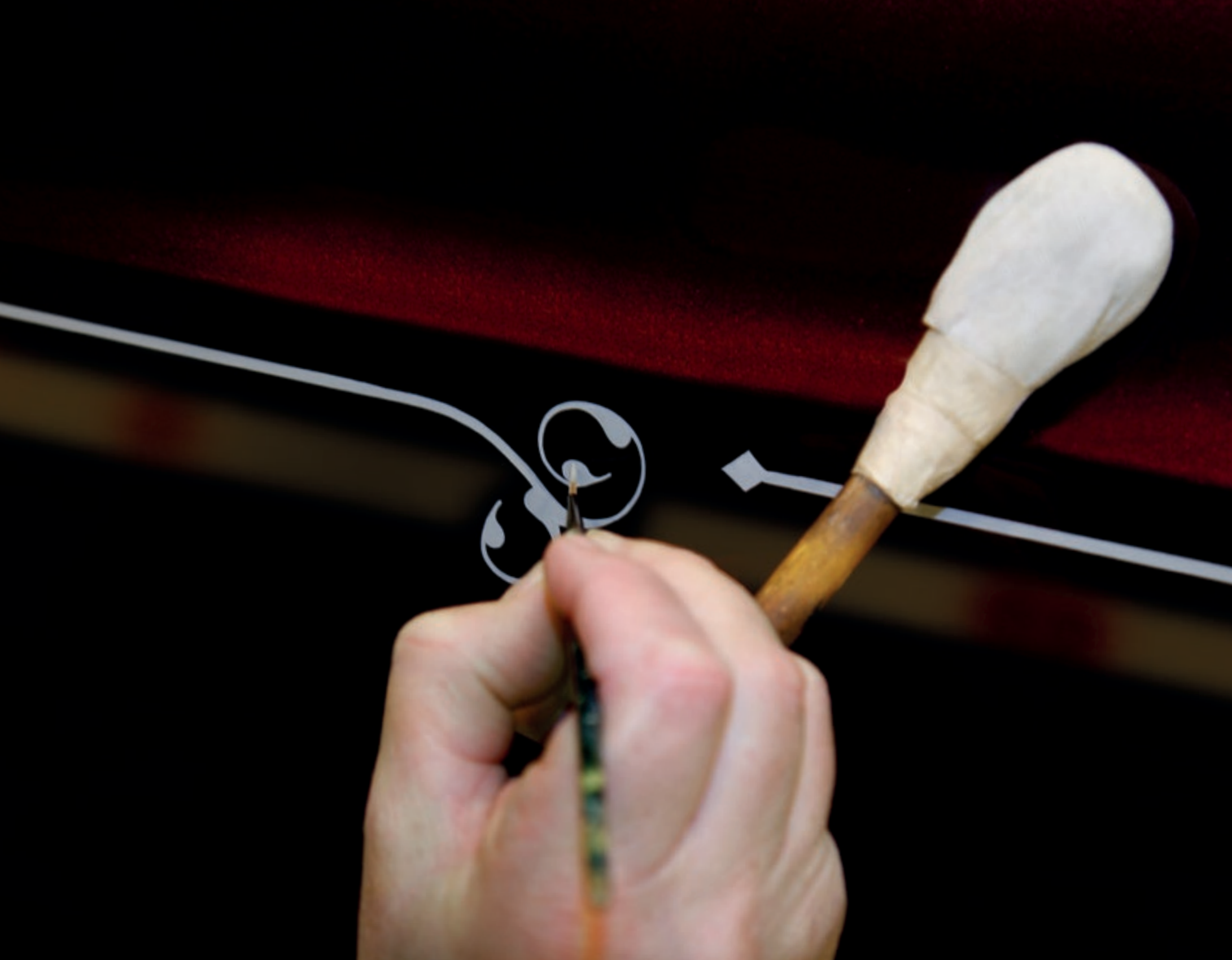
While some requests could rival those of the Maharajas of India, for whom no level of ornamentation was too lavish or costly, many are a lot more discrete.

Customer's crests, initials or insignia can be embroidered on to the seat headrests or inlaid into the veneer. Should they desire a cigar humidor for their glove compartment, a chilled drinks cabinet between the rear seats or a secure safe in the boot, the Bespoke Team will find a way of incorporating them.

There is genuinely no limit to what the Bespoke Team can achieve, or the effort they will go to in accommodating the wishes and desires of clients who commission a Rolls-Royce.

Over 800 Rolls-Royce motor cars were exported to India in the early part of the twentieth century, many of which were lavishly bespoked.





Index

10 hp model, 12, 15, 28
20 hp model, 98
40/50 hp model, 16, 101

A
Aero Club, 11
Agrippa, Marcus, 29
air speed records, 18-19
air suspension, 59
Ali, Muhammad, 42
Alice in Motorland, 23
assembly line, 34-35, 80-83, 86-87, 96-97
Atlantic Chrome, 48, 50
Automobile Club, 11, 24
Aviator Collection, 19
Avon 302 engine, 20
AX201, 16

B
badge colour, 36
Barker & Co., 16, 29, 30, 47
Barker Limousine, 39
Beatles, 39-40
Bespoke Team, 94, 95, 101, 105
Black Rock Desert, 20
Bluebird, 20, 21
Bonneville Salt Flats, 20
Boothman, Flight Lieutenant J. N., 19

C
Caine, Michael, 39
Campbell, Sir Malcolm, 20, 21
The Car Illustrated, 24
Catherine, Duchess of Cambridge, 39
Cellini, Benvenuto, 37
Chaplin, Charlie, 39
charging, electric cars, 49-50
cigar humidors, 105
Claremont, Ernest, 12
clocks, 64-65
coach doors, 29, 72-75
coachlines, 101, 107
Cobb, John, 20
Conduit Street, London, 49
Coniston Water, 20
Cooke Street factory, Manchester, 12, 81
Cooper-Hewitt Museum, 40
Crawford, Joan, 39, 43
Crewe factory, 85
crossbanding, 60, 64-65, 70-71, 75, 91
C. S. Rolls and Co., 11

D
dashboards, 29, 50, 59-60, 62-65
Davis Jr., Sammy, 39
Daytona Beach, 20
De Dion Quadricycle, 12
design features, 30-37
Dietrich, Marlene, 39
Don, Kaye, 20
drinks cabinets, 35, 105
Duke of Edinburgh, 39
Dylan, Bob, 40

E
Edmunds, Henry, 15
Edward VIII, King, 39
Electric Brougham, 50
electric cars, 47-50
Elizabeth, Princess, Her Royal Highness, 39
experimental cars, 45-53
1EX, 47
10EX, 47
15EX, 47
16EX, 47
17EX, 47
45EX, 47
100EX, 47
101EX, 47
102EX, 47, 48-51
200EX, 47, 52-53
eyeball vents, 29, 37
Eyston, George, 20

F
Fangio, Juan Manuel, 81
F. H. Royce and Company, 12

G
Garbo, Greta, 39
Garda, Lake, 20
Geneva Motor Show, 57
Ghost, 16-17, 28-29, 47, 52-75, 87-89, 96-97, 105-107
Ghost Series II 28-29, 32, 56-75, 87
Ghost Series II Extended Wheelbase, 57, 68-75
The Glass Mile, 80-81, 84-85
Goodwood, 80-89, 96-101
Goodwood Motor Circuit, 81
Grant, Cary, 39
Green, Andy, 20
grilles, 58-59, 66-67
Grimshaw, Sir Nicholas, 79, 81, 85

H
Hadrian, Emperor, 29
Halliwell, Victor, 19
Harrison, George, 39
Hill, Graham, 81
Hollywood stars, 39
Hooper, 47
Houston, Lady, 19
Hurricane, 19

I
India, 25, 105
Individual Vehicle Docket, 104
inspections and tests, 98

J
Jarvis, 47
Johnson, Claude, 11, 14-16, 26, 101
Jones, Brian, 39
J. P. Fallon Ltd., 40

K
Kelly, Grace, 38, 39

L
Lake Garda, 20
Lake Windermere, 19, 20
Lancaster, 19
land speed records, 11, 20
Lawrence of Arabia, 43
leather upholstery, 50, 70-71, 74, 86-87, 92-93, 96-97, 105
LED headlights, 66
Lennon, John, 39-41
Light Twenty, 16
Llangattock, Lord and Lady, 11, 12
Loch Lomond, 20
logo, Rolls-Royce, 28, 29, 36, 98, 102

M
Maharajahs, 105
Marquis Don Carlos de Salamanca, 66
marriage section, Goodwood, 34-35, 98
McCartney, Paul, 39
Merlin engine, 19
Middleton, Kate, 39
Midland Hotel, Manchester, 14, 15
Mini-Brooklands, 98
Miss England II, 19-20
Miss England III, 20
Montagu, Lord John Scott, 23-24
Moody Blues, 40
Moon, Keith, 39
Moss, Sir Stirling, 81
Mulliner Park Ward, 40

N
Nightingale Road, Derby, 81, 98
Noble, Richard, 20
noise, 16, 33, 49, 59
non-stop runs, 16, 17

O
Ogilvy, David, 36
Ono, Yoko, 40
organ stops, 29, 37
owners, 38-43

P
paintwork, 86-87, 94-95, 100-101, 109
Pantheon grille, 28-29, 66-67
Parana River, 20
Phantom SWB, 29, 47
Phantom Coupé, 29, 47
Phantom Coupé Aviator Collection, 19
Phantom Drophead Coupé, 20, 29, 47
Phantom Extended Wheelbase, 29
Phantom II Continental, 30-31
Phantom IV, 39
Phantom V, 40-41
Phantom VI, 39
Philip, Prince, Duke of Edinburgh, 39
Power Reserve dial, 59
Presley, Elvis, 39
Pritchett and Gold, 49

Q
Queen Elizabeth II, Her Royal Highness, 39

R
'R' Engine, 18-20
radiator medallions, 36
Railton, 20
Rainier III, Prince, 38, 39
roller-ball controls, 62, 75
Rolling Stones, 39, 40
Rolls, Hon. Charles Stewart, 9-12, 14-16, 19
Rotary Controller, Spirit of Ecstasy, 75
Royal Air Force, 19, 20
royalty, 39-40
Royce, Sir Frederick Henry, 9, 12-16, 23, 98
Royce & Co. Ltd., 12

S
Salamanca, Marquis Don Carlos de, 66
Schneider Trophy, 19
Scottish Reliability Trial, 16
Second World War, 19
Segrave, Sir Henry O'Nell de Hane, 19
Sharif, Omar, 42
Sheppard, Alan, 74
Silver Cloud I, 30
Silver Cloud II, 39
Silver Cloud Landaulet, 39
Silver Ghost, 16-17, 47, 66, 81
Singer, Paris E., 15
sound barrier, 20
Spanish Grand Prix 1913, 66
speed records, 18-21
Spey fan jets, 20
Spirit of Ecstasy, 22-29, 49, 67, 101, 105
Spirit of Ecstasy Rotary Controller, 75
Spitfire, 19
splitters, 66
Springfield factory, Massachusetts, 85
SS Persia, 24
Stainforth, Flight Lieutenant G. H., 19
Stewart, Sir Jackie, 81
sunroofs, 74
Supermarine S6B, 19-20
Sykes, Charles Robinson, 23-24, 27
Sykes, Josephine, 24, 27

T
Taylor, Elizabeth, 39
Taylor, Giles, 52-53, 66, 101
tests and inspections, 98
Thornton, Eleanor Velasco, 22-25, 27
Thrust II, 20
Thrust SSC, 20
Thunderbolt, 20

U
upholstery, 60, 70, 74-75, 86-87

V
V12 engine, 20, 59, 69
veneers, 59, 64-65, 70-71
vibration, 23, 49
violin keys, 29, 63-65

W
waftability, 29, 33
Waghorn, Flying Officer, 19
Waterspeed Collection, 20
water speed records, 19-20
Weaver, Steve, 40
West Wittering, 19
Westhampnett, 85
wheel hub centres, 29, 36, 101
The Whisper, 23
Windermere, Lake, 19-20
woodwork, 70-71, 86-91, 107-108
Wright, Wilber and Orville, 11

X
Xirallic® paint, 94-95

Z
ZF gearbox, 59

www.rolls-roycemotorcars.com/ghost-family

1971

February 1971: Rolls-Royce Limited goes into receivership and is divided into separate aero and motor car companies. The legal rights to the name Rolls-Royce remain with what becomes the state-owned aero-engine manufacturer. Subsequently privatised in 1987.

1980

Rolls-Royce Motor Cars merges with defence manufacturer Vickers.
Silver Spirit.
Long wheel base Silver Spur.

1970

1977

Silver Shadow II.

1982

Silver Cloud III: twin headlights.

1971

Corniche convertible.

1980

1973

May 1973: Rolls-Royce Motors (still incorporating Bentley Motors) is formed.

1990

1990
Corniche III.
Silver Spur II.
Mulliner Spur.

1992
Corniche IV.
Touring Limousine.

1993
Silver Spirit II.

1994
Silver Spur III.

1995
Corniche S.
Silver Dawn.

1996
Park Ward Limousine.

1998
Silver Seraph:
BMW V12 engine.

1998
BMW acquires the rights to the name Rolls-Royce for automotive business from its aero engine partner Rolls-Royce plc. Immediate start of 'Project Rolls-Royce': establish a new company, find a new location, build a new manufacturing plant and head office, recruit a new team, design a new motor car.

2000

2001
August 2001: Ground breaking for new home at Goodwood, West Sussex.

2002
June 2002: First pre-production Phantoms hand made at the new manufacturing plant, still largely under construction.

2003
01 January 2003: New company 'Rolls-Royce Motor Cars Limited' established, as a member of the BMW Group (with the separation of the brands Rolls-Royce and Bentley after 71 years).

2004
100EX.

2004
Centenary of Rolls-Royce.

2006
101EX.

2006
Phantom Extended Wheelbase.

2007
Phantom Drophead Coupé.

2008
Phantom Coupé.

2009
200EX.
Ghost.

2011
102EX.

2012
Phantom Series II.

2010

2011
Centenary of Rolls-Royce
Spirit of Ecstasy.

2014
Ghost Series II.

2013
Wraith.

2011
Ghost Extended
Wheelbase.

2020