**ROLLS-ROYCE MOTOR CARS**

**MEDIA INFORMATION**

**THE Rolls-royce MAHARAJA PHANTOM DROPHEAD COUPÉ ARRIVES IN DUBAI**

**13 November 2014, Dubai**

The Rolls-Royce Maharaja Phantom Drophead Coupé, a one-of-a-kind Bespoke vehicle created exclusively for customers in Dubai, was unveiled yesterday at an Indian-themed evening event held in celebration of the car’s arrival at the AGMC Rolls-Royce showroom.

Inspired by the Golden Age of the Raja, this eye-catchingly beautiful model was conceptualised and hand-crafted by specialists at the Home of Rolls-Royce in Goodwood, England, in honour of India’s affinity with the super-luxury marque. 100 years ago, India’s Princes and Maharajas collectively engaged in what is described as one of the world’s longest relationships with one automobile manufacturer. Over a period of five decades, the Maharajas purchased over 840 unique Rolls-Royce motor cars pushing the maker of the ‘Best Car in the World’ to unprecedented levels of design, engineering and luxury. Now, Rolls-Royce Motor Cars is recreating the golden age of India’s motoring heritage though a collection of Bespoke vehicles inspired by the Maharajas’ cars, the first of which is the Rolls-Royce Maharaja Phantom Drophead Coupé unveiled last night.

“Dubai is the only market in the world to receive this extraordinary, one-of-a-kind Bespoke Phantom Drophead Coupé, which has been two years in the making – not only an incredible coup for us, but also a strong reflection of the importance that Rolls-Royce Motor Cars places on this market,” explains Osman Abdelmoneim, General Manager at AGMC.

Highlighting the exclusivity and unique nature of Rolls-Royce Motor Cars’ renowned Bespoke programme, the model has already prompted strong interest from local automotive enthusiasts in Dubai and customers within the Indian community seeking the pinnacle in luxury and individualisation. “Our customers demand the best, the extraordinary and the unique. Such attributes are the hallmarks of every Rolls-Royce motor car, and are particularly evident in the Rolls-Royce Maharaja Phantom Drophead Coupé,” adds Abdelmoneim.

A host of subtle touches have been added to the Rolls-Royce Phantom Coupé to bring the Golden Age of the Raja alive in this extraordinary model. The exterior of this Maharaja inspired super-luxury vehicle dazzles in a *Carrara White* colour, with a Peacock emblem, the national bird of India, completing an Emerald green coachline. A *Deep Green* hood retracts to reveal a beautiful deck with a Peacock emblem integrated into the marquetry – a perfect complement to the Peacock detail on the bonnet. The interior continues the striking colour theme by elegantly combining *Crème Light* leather with Emerald green accents, which is complemented by marquetry inlay on the facia panel top and arm rests. More elaborate Peacock emblems can be found embroidered into the headrests in *Emerald green* and *Cobalto blue*, as well as a Peacock feather pattern in Seashell stitching on the side and central armrests. The Bespoke Maharaja Peacock clock complements the interior colours with *Cobalto blue* and *Jade* elements.

Phantom is Rolls-Royce’s pinnacle model. It was created with the desire to build the best car in the world, and as such is a vehicle designed without compromise. When combined with the ability for customisation through the Bespoke Programme, the result is the ultimate in automotive excellence, a modern interpretation of the luxury motor car and number one choice of transport for Dubai's elite.

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**Note for Editors:**

**About AGMC:**

For 38 years, AGMC has delivered premium automotive products to its customers as the exclusive importer for BMW Group cars in Dubai, Sharjah and the Northern Emirates. Started in 1976 AGMC has now become one of the most important markets for BMW Group sales in the world, consistently amongst

the top three performing Middle East markets. Currently, AGMC has 23 sales and service facilities across Dubai, Sharjah and the Northern Emirates. These include four BMW showrooms, three MINI Showrooms, two Rolls-Royce showrooms, three Certified Pre-Owned car showrooms under the BMW Premium Selection Programme and one BMW Motorrad showroom. Service facilities include two body shops, five workshops and two car storage facilities. AGMC has also launched the first in the world state of the art aftersales facility for Rolls-Royce Motor Cars.

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