**Rolls-Royce Motor Cars**

## **Media Information**

**ROLLS-ROYCE DAwn RECOGNISED BY   
GERMAN DESIGN COUNCIL AS ‘BEST OF BEST’**

19 July 2016

The German Design Council has recognised the outstanding design of the new Rolls-Royce Dawn at the Council’s annual awards. Recognised in two separate categories, Dawn was awarded ‘Best of Best’ (Interior) and ‘Winner’ (Exterior). The awards will be officially presented at the Paris Motor Show in the autumn.

The German Design Council awards are unique, internationally renowned and honour outstanding product design. The jury is composed of renowned experts from the automotive and design industries. The award is one of many major international accolades Dawn has been honoured with since its global launch in March 2016.

"This award confirms the high design competence of Rolls-Royce Motor Cars," explains Peter Schoppmann, Regional Director Rolls-Royce Motor Cars for Germany. "The Rolls-Royce design team, led by Giles Taylor, has designed the most glamorous, social Rolls-Royce in history – the world’s only truly uncompromised drophead coupé. Dawn has been extremely well received in Germany and will help us continue our success."

The launch of Dawn represents a seminal moment for Rolls-Royce Motor Cars and promises to attract a new breed of successful, younger and dynamic customers through a highly contemporary, beautiful expression of Rolls-Royce aesthetics.

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**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. You can also find the communications team at Rolls-Royce Motor Cars on Twitter and Instagram (@RollsRoycemedia)

Images, video and press materials relating to Rolls-Royce Dawn are available from the dedicated microsite: <http://anewdawnformedia.com>.

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