**Rolls-Royce Motor Cars**

## Media Information

**ROLLS-ROYCE MOTOR CARS OPENS FIRST STUDIO in ASIA**

29 September 2016, Seoul

* New Rolls-Royce Motor Cars Studio to open in Incheon, South Korea on 1 November 2016
* The only Rolls-Royce facility in the world to offer closed-course test drives by trained Rolls-Royce instructors
* Third facility for Rolls-Royce in South Korea following the Seoul and recently announced Busan showrooms
* Studio to complement existing dealer network for a seamless customer experience

**Torsten Müller-Ötvös, Chief Executive Officer of Rolls-Royce Motor Cars, today opened the new Rolls-Royce Motor Cars Studio in South Korea, only the** second permanent Studio for the marque worldwide after the ‘Atelier’ at the Home of Rolls-Royce Motor Cars in Goodwood, England.

The new Rolls-Royce Motor Cars Studio, which opens on 1 November, is the first of its kind in Asia and the only Rolls-Royce facility in the world to offer closed-course test drives. As a unique brand experience centre, it will offer guests an insight into the world of the iconic marque in a relaxed atmosphere in the most effortless of manners.

Located close to Incheon International Airport, the 200 m2 space is divided into two intimate sections. Visitors are first greeted by the ‘Car Gallery’, showcasing the latest Rolls-Royce models on a rotating basis. In the adjoining ‘Atelier’ lounge, visitors can explore the world of Rolls‑Royce Bespoke on an appointment basis. The ‘Atelier’ cossets guests in luxury surroundings reminiscent of Goodwood, bringing a flavour of the Home of Rolls-Royce to South Korea. Displays allow visitors to appreciate first-hand the depth of luxurious detailing that goes into crafting a Rolls-Royce and the wealth of Bespoke possitibilities offered, with an extensive range of examples of the wood, leather, paint and features available for their motor car. They will even be able to commission a Bespoke Rolls-Royce should they wish.

Guests will also have the opportunity to drive a variety of Rolls-Royce models on the facility’s 2.6 km closed circuit and surrounding roads. Instructors trained by the Rolls-Royce driving academy in Goodwood will offer bespoke experiences on the best way to ride in or drive a Rolls-Royce, bringing to life the legendary Magic Carpet Ride and helping discerning individuals understand the phenomenal and uniquely luxurious capabilities of a technically state-of-the-art Rolls-Royce.

**Speaking at a press conference to inaugurate the Studio, Torsten Müller-Ötvös** said, “South Korea is an increasingly popular destination for wealthy clientele in Asia, with Seoul flourishing as a luxury retail destination. As a luxury house with a busy clientele, we find it crucial to be able to interact with our customers in a more casual environment when they travel for business and leisure. South Korea is a country of growing importance to us as a business in Asia – last year vehicle deliveries here grew at the fastest rate in the region. We look forward to welcoming customers and people interested in Rolls-Royce to this new Studio from throughout South Korea and also around Asia.“

The Rolls-Royce Studio concept began in 2013 with the Rolls-Royce Studio in Cannes on the Cote d’Azur. In summer 2014 Rolls-Royce Motor Cars launched a second ‘Summer Studio’ at the exclusive enclave of Porto Cervo on the Costa Smeralda in Sardinia, Italy. The Porto Cervo Summer Studio this year marked its third year welcoming patrons from around the world. All Studios are united by the fact that they are more akin to a club or lounge than a traditional dealership environment.

**Rolls-Royce Motor Cars Studio Overview**

Start of operations: 1 November 2016

Facility size: 200 m2 (Car Gallery: 100m2; Atelier: 100m2)

Opening hours: 9.00am – 6.00pm Tuesday to Sunday (except New Year and Thanks Giving)

Address: BMW Group Driving Centre, 1677-77, Unseo-dong, Jung-gu, Incheon, Korea

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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](http://www.press.rolls-roycemotorcars.com). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](file:///\\europe.bmw.corp\winfs\W50-proj\Public_Relation\Press%20Releases%20Statements%20&%20Press%20Packs\2013\twitter.com\rollsroycemedia).

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