**Rolls-Royce**

## Media Information

**ROLLS-ROYCE CELEBRATES SUCCESSFUL 2017 GOODWOOD FESTIVAL OF SPEED**

**3 July 2017, Goodwood**

Rolls-Royce Motor Cars celebrated a successful Goodwood Festival of Speed over the weekend, with a significant presence throughout the event. The highlights:

**Dawn Black Badge**

The Festival of Speed served as the perfect staging point for the global unveiling of the Rolls‑Royce Dawn Black Badge. Unveiled in the spectacular setting of the Rolls-Royce display area on the Laundry Green, Dawn Black Badge, flanked by its siblings Wraith Black Badge and Ghost Black Badge, drew huge crowds throughout the weekend.

Dawn Black Badge stands as the most luxurious, social space from which to take in the night air. This most glamorous, uncompromising expression of open-top luxury is given a new and darker sensual dimension through its suite of Black Badge engineering and design treatments. The car shown was presented in a deeply intense shade of black, created by the most exhaustive painting and polishing process ever used for a solid paint colour. The result clothes Dawn’s lines in the deepest, darkest and most intense black to ever grace a production car surface. The roof, which opens in a ‘Silent Ballet’ to allow in the sounds of the night, is in black canvas, whilst the rear deck is finished in black leather.

**Rolls-Royce ‘Sweptail’**

Rolls-Royce’s history as the world’s pre-eminent coachbuilder is at the very core of its identity as the world’s most celebrated luxury brand. The coachbuilt Rolls-Royce ‘Sweptail’ graced the Festival of Speed in the ‘First Glance’ category, drawing huge crowds whether at rest in the paddock or wafting up the Hillclimb. Inspired by the beautiful coachbuilt Rolls-Royces of the 1920s and 1930s, the patron’s desire was for a coachbuilt two seater coupé featuring a large panoramic glass roof. Rolls-Royce ‘Sweptail’ is a truly magnificent motor car, exuding the romance of travel for its own sake, placing it in the pantheon of the world’s great intercontinental tourers.

**Wraith Black Badge**

The most powerful and dynamic Rolls-Royce in history, Wraith Black Badge effortlessly ascended the Hillclimb during the Supercar Shootout. Wraith Black Badge peaked at 126mph during the 1.16-mile course and recorded a speed of 102mph as the car crossed the finish line, proving that it is not necessary to sacrifice luxury for speed. Wraith Black Badge was driven by Endurance Racing legend Joerg Weidinger. The car was finished in Dark Indigo, with the interior in Seashell and Navy Blue contrast leather, and the fascia in Black Badge Technical Fibre.

**Ghost Black Badge**

The Course Car this year was a Rolls-Royce Ghost Black Badge, resplendent with LED race lights and Goodwood decals. The car was driven by a team from Rolls-Royce Motor Cars and seen on the course between each Hillclimb Run throughout the weekend, completing 85 runs and covering more than 200 miles in total. The car was finished in Andalusian White, with the interior in Black and Tan contrast leather and the fascia in Black Badge Technical Fibre.

**Bradley Theodore**

Celebrity artist Bradley Theodore created unique artwork throughout the event at the Rolls‑Royce Black Badge display area on the Laundry Green. Renowned for his instantly recognisable ‘Dia de los Muertos’ style, Theodore is dedicated to making his art accessible for all to see around the world, producing murals on the streets of Hong Kong, London, Los Angeles, Oslo and Paris. During the Festival of Speed he created artwork inspired by iconic Rolls-Royce images, including the Spirit of Ecstasy, Double R badge and radiator grille, and also the magnificent Rolls‑Royce ‘Sweptail’.

**The Rolls-Royce Fleet**

In addition to the cars on the Hillclimb, invited VIP guests were conveyed in luxury from the Home of Rolls-Royce on the south-eastern corner of the Goodwood Estate – in sight of Goodwood House – in a beautiful and rarely seen fleet of Bespoke Rolls-Royce motor cars.

Anyone wishing to filter relevant Rolls-Royce information from the event is encouraged to use the hashtag #BlackBadge.

-Ends-

**Notes to Editors:**

For easy access to photographs, B-roll and further information Black Badge please log on to

[www.Rolls-RoyceBlackBadgeMedia.com](http://www.Rolls-RoyceBlackBadgeMedia.com)

You can also 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](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/).

**Press contacts:**

**Goodwood**

* **Director of Global Communications**

Richard Carter +44 (0) 1243 384060 richard.carter@rolls-roycemotorcars.com

* **Global Corporate Communications**

Andrew Ball +44 (0) 1243 384064 andrew.ball@rolls-roycemotorcars.com

* **Global Product Communications**

Andrew Boyle +44 (0) 1243 384062 andrew.boyle@rolls-roycemotorcars.com

* **Global Lifestyle Communications**

Emma Rickett +44 (0) 1243 384061 emma.rickett@rolls-roycemotorcars.com

**Regional**

* **Asia Pacific - North**

Rosemary Mitchell +81 (0) 3 6259 8888 rosemary.mitchell@rolls-roycemotorcars.com

* **Asia Pacific - South**

Hal Serudin +65 6838 9675 hal.serudin@rolls-roycemotorcars.com

* **China**Anna Xu+ 86 1084558037 anna.xu@rolls-roycemotorcars.com

* **Europe - East**

Frank Tiemann +49 (0) 89 382 29581 frank.tiemann@rolls-roycemotorcars.com

* **Europe – Central & Scandinavia**

Ruth Hucklenbroich+49 (0) 89 382 60064 ruth.hucklenbroich@rolls-roycemotorcars.com

* **Middle East, Africa and India**

Jamal Al Mawed +971 561717883 jamal.almawed@rolls-roycemotorcars.com

* **The Americas**

Gerry Spahn +1 201 930 8308 gerry.spahn@rolls-roycemotorcarsna.com

* **UK and Western Europe**

James Warren +44 (0)1243 384578 james.i.warren@rolls-roycemotorcars.com