**Rolls-Royce**

**British Embassy Washington**

## Media Information

**BRITISH AMBASSADOR TO THE UNITED STATES OF AMERICA HERALDS THE ARRIVAL OF THE NEW ROLLS-ROYCE PHANTOM**

**26 October 2017, Washington D.C.**

The New Rolls-Royce Phantom made its debut in the nation’s capital yesterday evening at an event hosted by Sir Kim Darroch, the British Ambassador to the United States at his official residence in Washington D.C. New Phantom is the pinnacle offering from Rolls-Royce, the world’s leading luxury brand.

As the longest existing nameplate in motoring history, Phantom has defined British luxury craftsmanship for more than 92 years. Every modern Rolls-Royce is handcrafted exclusively at The Home of Rolls-Royce in Goodwood, England.

“Rolls-Royce is an outstanding example of a British luxury brand that combines modern engineering with classic British style.” Said Sir Kim. “American car enthusiasts appear to like the result, whether Rolls-Royce or other British car brands: the US is the single largest country market for British cars, and the latest Rolls-Royce Phantom is sure to be another hit, representing as it does a unique combination of state of the art design with handcrafted excellence.”

Speaking from the Home of Rolls-Royce in Goodwood, England, Chief Executive Officer of Rolls-Royce, Torsten Müller-Ötvös said, “As the world’s leading luxury brand, we at Rolls-Royce are proud to carry the message around the globe that Great Britain’s luxury industry is the world’s best. I thank Sir Kim for welcoming New Phantom, the world’s leading luxury product, to America in such style.”

“We are proud that the newest and most exclusive member of the Rolls-Royce family has been welcomed to America by the British Ambassador to the United States,” said Pedro Mota, President of Rolls-Royce Motor Cars Americas. “Rolls-Royce continues to represent the very best of luxury craftsmanship in the world. For well over a century, Rolls-Royce has been a global beacon for British luxury manufacturing excellence. With the arrival of New Phantom, considered by those in the know as “The Best Car in the World,’ the United States is poised to remain the largest market for Rolls-Royce, worldwide,” added Mota.

New Phantom offers a wholly new, innovative and contemporary interpretation of the Rolls-Royce Phantom DNA. New levels of luxury, technology and silence are underpinned by “The Architecture of Luxury”, an all-aluminium spaceframe architecture designed by Rolls-Royce engineers at the Home of Rolls-Royce at Goodwood.

#phantomdrive

#InnovationIsGREAT

@rollsroycemedia

@UKinUSA

- Ends -

**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](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

Notes to Editors:

Rolls-Royce Motor Cars Americas has recorded three consecutive year of record sales as the brand has rounded out its family with Dawn and the introduction of the Black Badge Series in 2016. Rolls-Royce Motor Cars has 43 retail partners in the Americas, with 36 in the United States, four in Canada, one in Mexico and one each in Brazil and Chile. The Americas has consistently remained the largest region for the world’s leading luxury house, and represents more than one-third of the iconic brand’s sales. Rolls-Royce continues to dominate the North American super-luxury arena (motor cars topping $250,000). The success is a direct result of the company’s leadership in offering a steady stream of exciting new luxury products and exclusive Bespoke features for the most discerning clients in the world. Each and every Rolls-Royce motor car is hand-crafted in Goodwood, the home of Rolls-Royce in West Sussex in the south of England.

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**GREAT Britain Campaign:**

The [**GREAT Britain campaign**](https://www.great.gov.uk/) showcases the best of what the UK has to offer to inspire the world and encourage people to visit, do business, invest and study in the UK. It is the Government’s most ambitious international promotional campaign ever, uniting the efforts of the public and private sector to generate jobs and growth for Britain. GREAT is currently active in 144 countries worldwide and has since 2012 secured confirmed economic returns of £2.7bn for the UK.

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