ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE SPIRIT OF ECSTASY:

# STILL FLYING HIGH

5 February 2021, Goodwood, West Sussex

* Spirit of Ecstasy design first officially registered as intellectual property of Rolls-Royce on 6 February 1911
* A defining feature of the Rolls-Royce brand, gracing the bonnet of every motor car built at Goodwood, and one of the most famous, iconic and desirable emblems in the world
* Based on a bronze statuette, the ‘Whisper’, created by sculptor and illustrator Charles Sykes for his patron, motoring pioneer and early Rolls-Royce enthusiast Lord Montagu of Beaulieu
* Marque retains this foundational link with artists and original work through MUSE, The Rolls‑Royce Art Programme

*"As an emblem, the Spirit of Ecstasy represents far more than just our company and our products. To our customers, she is a potent symbol, instantly and universally recognised – of success, endeavour, achievement and standing. In her beauty, simplicity, elegance and rarity, she encapsulates everything our customers seek – and find – in their Rolls-Royce motor car.*

*“Within our company, the Spirit of Ecstasy fosters pride and esprit de corps, uniting and empowering the Rolls-Royce family right across the world. She reminds us of our inheritance and principles, and inspiring greatness in all of us. Every car we build must be worthy of bearing her, because it is she that makes every Rolls-Royce, and our company, unique and complete."*

**Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars celebrates the 110th anniversary of the Spirit of Ecstasy – its official emblem. The intellectual property of the design was registered on 6 February 1911, establishing a defining feature of the Rolls-Royce brand and one of the most famous, iconic and desirable symbols of luxury in the world. Almost unaltered throughout her long and storied life, the Spirit of Ecstasy graces the bonnet of every Rolls-Royce motor car built at the Home of Rolls-Royce, Goodwood.

Her design was taken from a bronze statuette, entitled the ‘Whisper’, created by Sculptor and Illustrator Charles Sykes for his employer, motoring pioneer and Rolls-Royce early-adopter Lord Montagu of Beaulieu. The company's foundational connection between the automotive and art worlds continues today with MUSE, The Rolls-Royce Art Programme, a lead protagonist in the world of moving-image art.

The first Spirit of Ecstasy figurines stood a statuesque seven inches (c. 18cm) tall. Today, she is a more petite three ¾ inches (9.5cm). She is kept safely out of sight within a special housing in the bonnet until the engine starts, when she takes the stage smoothly and gracefully by a precisely engineered mechanism known as 'the rise'.

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**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

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