ROLLS-ROYCE | MEDIA INFORMATION

INSIDE THE NEW WORLD OF LUXURY:

Rolls-Royce PRESENTS FIRST FILM OF NEW SHOWROOM VISUAL IDENTITY

Monday 24 May 2021, Goodwood, West Sussex

* First film of Rolls-Royce Motor Cars’ new visual identity
* Visual identity premiered in new Mayfair premises and fully redesigned Shanghai boutique
* Highly contemporary environment combines Galleria-style spaces and motor car display areas with private Atelier where clients can explore Bespoke possibilities
* Experiential *maison* concept akin to world’s finest luxury houses
* New identity currently being adopted by showrooms worldwide

*“The opening of our new flagship luxury maison in London and boutique in Shanghai marks the start of a worldwide programme to introduce our new visual identity across our global dealer network. We have created a highly contemporary environment that reflects our status as a true luxury house, in which patrons can discuss any aspect of their commission in comfort and privacy. We are delighted to share our vision through this new video, which presents the atmosphere and ambiance of our homes worldwide.”*

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

Rolls-Royce has debuted a film showcasing its new and highly contemporary visual identity. This bespoke showroom aesthetic was launched at the marque’s flagship, Rolls-Royce Motor Cars London, then Rolls-Royce Motor Cars Shanghai Puxi before a global rollout across the brand’s network of 131 showrooms in 40 countries worldwide.

The film takes viewers on a tour of Rolls-Royce Motor Cars London, Berkeley Street, W1, situated in the new heart of Mayfair. Under the new identity, every Rolls-Royce Motor Cars’ showroom will offer clients a relaxed, comfortable, discreet and highly contemporary environment reminiscent of a galleria-style shopping experience.

This remarkable visual concept has been painstakingly created with the express intention of igniting the imagination. Once beyond the Pantheon grille entrance, clients are invited to survey extraordinary *objets d'art* within each ‘cabinet of curiosity’ and experience authentic Rolls-Royce materials, which are used to appoint the seating in the speakeasy-style bar and lounge areas. Individual display areas also combine physical motor cars with dramatic screens, immersing the marque’s patrons in the unique personality of each product within the brand’s portfolio.

The new visual identity is a key component in a long-term programme that has seen Rolls-Royce seamlessly adopt, then consolidate, its status as a genuine House of Luxury.

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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**](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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