



ROLLS-ROYCE | TISKOVÁ ZPRÁVA

ROLLS-ROYCE MOTOR CARS OSLAVUJE VELMI ÚSPĚŠNÝ ROK 2023

8. ledna 2024, Goodwood, Západní Sussex, Spojené království

- Společnost Rolls-Royce Motor Cars dosáhla v roce 2023 značných úspěchů díky solidním obchodním výsledkům a rekordní úrovni zakázkových úprav Bespoke
- Jistý základ pro další růst a rozvoj v době, kdy značka vstupuje do 120. výročí své existence: Charles Rolls a Henry Royce se poprvé setkali 4. května 1904
- Větší odbyt než kdykoli v 119leté historii značky: celosvětově bylo dodáno zákazníkům 6 032 vozů, všechny včetně prvků zakázkové personalizace Bespoke
- Celosvětově vyvážený prodej v čele se Severní Amerikou a Čínou
- Meziroční nárůst byl vykázán v Evropě, na Blízkém východě, v Asii a Tichomoří
- Pozitivní hospodářská situace společnosti dále vzrostla vytvořením 180 nových pracovních míst v ústředí značky Rolls-Royce v roce 2023
- Oznámena nová investice ke zvýšení kapacit pro výrobu elektrických vozů, úprav Bespoke a budoucí růst zakázkového oddělení Coachbuild, koncem léta 2023 podána žádost o stavební povolení kvůli rozšíření ústředí v Goodwoodu

ROLLS-ROYCE
MOTOR CARS



SHRnutí NOVINEK

Značka Rolls-Royce má za sebou mimořádně úspěšný rok 2023 se silnými prodeji a poptávkou na trzích celého světa a také s rekordním zájmem o zakázkové úpravy Bespoke.

Vynikající výsledky společnosti byly opět podpořeny jedinečností a rozmanitostí její nabídky, zejména díky programu personalizace Bespoke, a bezkonkurenční schopností značky splnit a překonat stále se zvyšující očekávání zákazníků. Pokračující úspěch a rozvoj programu Bespoke – podporovaný pokračující expanzí mezinárodní sítě reprezentativních salonů Private Office – vedl k většímu počtu zakázek programu Bespoke i k jejich rekordní celkové hodnotě. Celosvětový prodej 6 032 automobilů byl v souladu jak s interními očekáváními, tak s postavením značky Rolls-Royce jakožto mezinárodního výrobce luxusních vozů, který je protikladem velkoobjemových značek. Všechny vozy Rolls-Royce se vyrábějí ručně v závodech v Goodwoodu ve Velké Británii, a všechny vozy obsahují prvky zakázkových úprav Bespoke.

Vloni byla podle plánu ukončena výroba velmi oblíbených modelů Wraith a Dawn a významným okamžikem se stalo zahájení výroby a prodeje modelu Rolls-Royce Spectre, přičemž úplně první dodávky zákazníkům se uskutečnily na podzim. Po velkolepé premiéře v říjnu 2022 vzbudil první plně elektrický Rolls-Royce v historii obrovský zájem, a to zejména mezi mladšími klienty. Tato poptávka se promítla do objednávek sahajících až do roku 2025 a tím položila pevný základ pro odvážnou plně elektrickou budoucnost značky.

Dlouhodobé zaměření společnosti na zakázkový program Bespoke a rostoucí nároky zákaznických úprav se odrážejí ve stále větším rozsahu a propracovanosti designu, technologií, řemeslného umu a uměleckého zpracování vozů Rolls-Royce. V průběhu roku 2023 společnost oznámila významné nové investice do provozů značky Rolls-Royce v Goodwoodu s cílem zlepšit kapacitu a možnosti pro zakázkovou výrobu a podpořit rozvoj programu jedinečných vozů Coachbuild.

V roce 2023 otevřeli první prodejci v Evropě zcela nové prodejní prostory, které nabízejí úchvatný a osobitý zážitek pro každého klienta.

Aby značka Rolls-Royce odpověděla na rostoucí zájem zákazníků o stále detailnější a komplexnější zakázkové úpravy Bespoke, rozšířila vloni také svou síť exkluzivních prodejních míst Private Office: po Dubaji, kde bylo nové zastoupení otevřeno v roce 2022, následoval na podzim 2023 salon v Šanghaji a Rolls-Royce potvrdil své plány přidat další zastoupení v jihokorejském Soulu a v Severní Americe.

ROLLS-ROYCE
MOTOR CARS



Globální síť specializovaných showroomů značky Rolls-Royce umožňuje novou úroveň spolupráce klientů se značkou a již nyní přináší významný nárůst poptávky po zakázkových úpravách.

„Rok 2023 byl pro Rolls-Royce dalším mimořádným obdobím s vynikajícími prodejními výsledky ve všech regionech a napříč produktovým portfoliem. Je obzvláště povzbudivé vidět enormní zájem o model Spectre, což je důkazem, že bylo správné přijmout odvážnou strategii založenou výhradně na elektrickém pohonu pro budoucí vývoj a výrobu modelů. Rekordní úroveň zakázkových úprav, a to jak z hlediska objemu, tak hodnoty rovněž zvýrazňuje naši pozici v luxusním sektoru a nabízí našim klientům příležitosti k sebevyjádření a personalizaci, které nikde jinde nenajdou.“

„Jako nastupující generální ředitel mám obrovské štěstí, že mohu převzít odpovědnost za podnik v tak dobrém stavu, se silnými základy a jasnou strategií růstu a rozvoje, impozantními technickými schopnostmi a soustředěným a oddaným týmem. Těším se na spolupráci se všemi zaměstnanci značky Rolls-Royce, abychom udrželi toto tempo a sebevědomě i odhodlaně jsme dále rozvíjeli naši skvělou společnost.“

Chris Brownridge, generální ředitel společnosti Rolls-Royce Motor Cars

ROLLS-ROYCE
MOTOR CARS



FULL PRESS RELEASE

A WORLD-CLASS BUSINESS

Rolls-Royce enjoyed a highly successful year in 2023, with strong sales and demand for its products in markets worldwide.

Every motor car hand-built at the Home of Rolls-Royce includes some element of Bespoke, the company's unique programme offering personalisation possibilities which are limited only by the client's imagination. In 2023, Bespoke commissions reached new record levels by both value and number; the technical innovations required to deliver specific projects saw Rolls-Royce file a number of new patents during the year. In 2023, more Rolls-Royce motor cars were delivered to clients around the world than in any other year in the marque's 119-year history.

To mark 20 years of production at Goodwood, Rolls-Royce commissioned an independent study into the marque's economic impact, which calculated its total contribution to the UK economy at over £4 billion since 2003, and now over £500 million annually. The company created 180 new jobs at its Global Centre of Luxury Manufacturing Excellence in 2023, while more than 130 people joined the company's Future Talent programme in Apprenticeship, Internship or Graduate Placement positions.

The marque also announced plans for significant new investment to modernise and upgrade its manufacturing facilities to enhance its Bespoke and Coachbuild capabilities and support production of its future all-electric product portfolio.

In 2023, Rolls-Royce further enhanced its industry-leading experiential luxury capabilities – a significant growth area within the luxury sector. The marque's successful and celebrated global Private Office network, which offers clients a highly personalised commissioning and ownership experience, expanded to Shanghai in 2023. This unique programme, which began with Private Office Dubai in July 2022 – the first Private Office outside the company's home at Goodwood, UK – offers clients direct access to Rolls-Royce's own designers and engineers. The impact of these new international Private Offices has already been significant, with a marked increase in the number and complexity of Bespoke commissions. This programme will be extended with two new international locations in 2024.

In addition to this, the marque's Whispers app witnessed significant increases in engagement. Reserved exclusively for Goodwood-era Rolls-Royce clients, the digital members' club enables users to

ROLLS-ROYCE
MOTOR CARS



benefit from exclusive products and experiences selected from the marque's wider network within the luxury industry, further establishing the brand as a focal point within the lives of owners.

BESPOKE: FROM STRENGTH TO STRENGTH

Rolls-Royce Bespoke offers every client the opportunity to express their personality through their motor car – an unparalleled experience that was enjoyed by all clients in 2023. It is this possibility to personalise any and every aspect of their motor car, in partnership with design and engineering specialists at the Home of Rolls-Royce, that is driving demand for Rolls-Royce products among its patrons worldwide. In 2023, Bespoke commissions reached new record levels by both number and value, with many of the most creatively ambitious and technically challenging originating in the Middle East.

Bespoke projects completed in 2023 included many 'firsts' for the marque that were also technical innovations. These included the scent-release mechanism concealed in the headrests of Phantom Syntopia, which incorporated technology originally developed for medical applications, while many Bespoke paint finishes achieved in 2023 required entirely new materials, techniques and formulations to achieve.

The year's commissions also created new opportunities in the use of rare and beautiful materials and intricate craft techniques. These included: exquisite mother-of-pearl inlays for 'The Pearl Cullinan'; hand-perforated leather seats for Black Badge Cullinan Blue Shadow; Starlight Headliners incorporating mesmerising celestial animations for Black Badge Ghost Ékleipsis; and exquisite hand-painted Gallery artworks for Phantom 'Inspired by Cinque Terre'.

A more comprehensive selection of the year's Bespoke highlights can be viewed [here](#).

A LANDMARK YEAR FOR COACHBUILD

Bespoke finds its ultimate expression in Coachbuild, an exacting, highly collaborative process in which Rolls-Royce and the client co-create every detail of the motor car, including its physical form. In 2023, the marque unveiled Droptail, the first true two-seater roadster to be built by Rolls-Royce in more than half a century. Only four examples of Droptail will ever be built and each highly individual, deeply personal commission redraws the boundaries for materials, craft techniques, technical innovations, and creativity, not just for the automotive sector but the wider luxury industry.

ROLLS-ROYCE
MOTOR CARS



ANNUAL GLOBAL SALES RESULTS 2023

In total, across more than 50 countries worldwide, Rolls-Royce delivered 6,032 motor cars to clients – more than ever before in the marque’s 119-year history.

While the first half of the year marked the end of production for Rolls-Royce Wraith and Dawn as planned, the fourth quarter of the year saw the first deliveries of Rolls-Royce Spectre, laying a foundation for a bold electric future in which the marque plans to produce only fully-electric cars by the end of 2030.

This strong sales performance should be seen in the context of Rolls-Royce’s fundamental, consistently stated position that it is not and never will be a volume-driven business. As a luxury house, its goal is to meet and exceed its clients’ expectations by building not just ‘the best car in the world’, but the car that best represents them and their personality. The global demand for Rolls-Royce products and ownership experience reflects the technical excellence, creative flair and meticulous attention to detail the company brings to this process, and which clients can find nowhere else.

GLOBAL & REGIONAL SALES

Rolls-Royce reports sales growth in the majority of the markets in which it operates, with deliveries reaching new record levels in the Europe, Middle East and Asia-Pacific regions.

The USA was Rolls-Royce’s single largest market worldwide, while Greater China reaffirmed its status as the marque’s second-largest market. Record sales were achieved in Europe, where the UK is the largest single market. Supported by the Private Office Dubai, the Middle East maintained its position as the leading source of highly elaborate and technically demanding Bespoke commissions. Record annual sales and year-on-year growth in the Asia-Pacific region were fuelled by a strong performance in Korea, whose dynamic, vibrant economy is reflected in a rapidly expanding luxury market.

CULLINAN LEADS THE WAY, WITH STRONG SALES FOR ALL MODELS

As in 2022, Cullinan was the most requested Rolls-Royce model worldwide, followed by Ghost. Phantom continues to reign supreme as the marque’s pinnacle product.

As planned, in 2023 Rolls-Royce ceased production of Wraith (introduced in 2013) and Dawn (2015). With Wraith’s departure from the portfolio, Rolls-Royce has now made its last-ever V12 coupé, an

ROLLS-ROYCE
MOTOR CARS



historic moment commemorated in the imposing Black Badge Wraith Black Arrow Collection. Released in March and restricted to just 12 examples, the Bespoke artistry seen within these historic models was inspired by the world land speed records set in 1938 on Utah's Bonneville Salt Flats by Captain George Eyston in *Thunderbolt*, a seven-tonne, eight-wheeled leviathan powered by two Rolls-Royce 'R' V12 aero engines.

SPECTRE

Rolls-Royce unveiled Spectre to the world in October 2022, with production starting in late summer 2023 and the first cars delivered to clients in the autumn. The first all-electric series Rolls-Royce in history has attracted enormous interest worldwide, particularly among younger clients, setting a clear direction of travel and establishing a solid foundation for the marque's bold electric future.

ECONOMIC IMPACT

In 2023, Rolls-Royce marked the first 20 years of production at Goodwood by commissioning an independent study into the economic impact the company achieves. Conducted by a team from the London School of Economics (LSE) the study calculated Rolls-Royce's total contribution to the UK economy at over £4 billion since 2003, and now more than £500 million annually.

Around a fifth of that contribution is made directly in Chichester and West Sussex, through local supply chains and employment of its local workforce. There are now over 2,500 people working at the Home of Rolls-Royce, Goodwood; 180 new jobs were created during 2023 alone.

ROLLS-ROYCE
MOTOR CARS



FUTURE TALENT

One of the largest employers in the Chichester area, Rolls-Royce continues to invest in its people through extensive ongoing training programmes and its Future Talent programme. Established in 2006, this programme supports more than 100 Apprenticeships, Graduate Placements and paid Internships every year, ensuring the marque's talent pool is always able to service ongoing product and Bespoke demand. In 2023, the company welcomed 27 Apprentices, who will spend between two and four years learning specialist craft skills alongside experienced colleagues, while studying for nationally recognised vocational qualifications. The new cohort also includes Degree Apprentices, who will complete their undergraduate studies at the nearby University of Chichester.

BUILDING FOR THE FUTURE

In 2023, Rolls-Royce submitted plans for a major new investment to modernise and upgrade its manufacturing facilities. The plans will enhance and extend the marque's Bespoke and Coachbuild capabilities as well as support production of its future all-electric product portfolio. This significant investment represents the single largest injection of new capital at the Home of Rolls-Royce since the site opened in 2003. This reflects the scale of the transformation in the company's size, activities, commercial success and global influence in the intervening two decades.

While over this time the existing plant has seen significant changes internally – most notably going from two production lines to one – the building itself is essentially the same as it was on day one. Then, it employed around 300 people and produced just one motor car a day.

Following extensive consultation with local residents, in late summer 2023 the company submitted a formal planning application for an extension to the Home of Rolls-Royce at Goodwood on land immediately adjacent to its existing 42-acre site. The plans take account of the site's unique location, on the south-west corner of the historic Goodwood Estate and close to the South Downs National Park boundary. Like the original building, the new extension will be highly sustainable, and largely invisible at ground level beyond the site. Around one-third of the new site will be landscaped, reflecting the company's ongoing commitment to supporting local wildlife and biodiversity.

- ENDS –

FURTHER INFORMATION

ROLLS-ROYCE
MOTOR CARS



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](#).

You can also follow marque on social media: [LinkedIn](#); [YouTube](#); [X \(Twitter\)](#); [Instagram](#); and [Facebook](#).

EDITORS' NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world's most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. Its continuous investment in its facilities, products and people has resulted in a series of 'record years' for global sales, peaking in 2022 with over 6,000 motor cars sold worldwide.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group. The company is completely separate and unrelated from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

CONTACTS

Rolls-Royce Motor Cars Central/Eastern Europe and Central Asia

Frank Tiemann

+49 160 9697 5807 / [Email](#)

Rolls-Royce Motor Cars Prague

Michael Kudela

+420 777 663 118 / [Email](#)

ROLLS-ROYCE
MOTOR CARS