



## Rolls-Royce Media Information

### ROLLS-ROYCE DAWN 'INSPIRED BY MUSIC' TAKES TO THE STAGE

25 May 2018, Goodwood

The social, convivial atmosphere of Dawn has been encapsulated in a light-hearted music video introducing Dawn 'Inspired by Music'.

In a playful twist, Dawn 'Inspired by Music' was taken for a spin in Rolls-Royce's anechoic chamber, at the Home of Rolls-Royce in Goodwood, West Sussex. The special sound-deadening room is most commonly used during the build process of all Rolls-Royce motor cars to detect any unwanted extraneous sounds, resulting in models such as the world's most silent car, a Rolls-Royce Phantom.

A hyper-sensitive microphone was used to capture the mechanical and electrical tones of Dawn, including the soft closing doors, the umbrella exiting from its home in the door, the windscreen wipers, indicators and the Spirit of Ecstasy proudly taking her place on the prow of the motor car. These sounds were then mixed together with deconstructed music stems to create a wholly new track.

Dawn 'Inspired by Music' follows in the footsteps of its hugely successful stablemate, Wraith 'Inspired by Music'. The motor car features the unrivalled aural experience of the marque's Bespoke Audio system; the Lyrical Copper exterior paint finish is presented with a blend of brushed and polished textures, elegantly hinting at the use of copper found in only the very best audio systems. An alternative exterior colour-way of Andalusian White may also be specified.

Dawn 'Inspired by Music' will be presented at the Concorso D'Eleganza Villa d'Este, 26-27 May 2018.

- Ends -

#### Rolls-Royce Motor Cars

The Drive, Westhampnett, Chichester, West Sussex PO18 0SH  
Telephone +44 (0)1243 384000  
[www.press.rolls-roycemotorcars.com](http://www.press.rolls-roycemotorcars.com)



### 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](#). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](#) and [Instagram](#)

### Contacts:

#### Goodwood

#### Director of Global Communications

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

#### Head of Corporate Relations, Heritage and Philanthropy

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

#### Head of Global Product Communications

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

#### Head of Global Lifestyle Communications

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

#### Head of Digital, Online & Social PR Communications

Terence Church +44 (0) 7815 245930 [terence.church@rolls-roycemotorcars.com](mailto:terence.church@rolls-roycemotorcars.com)

#### Head of Internal Communications

Amanda Hewitt-Spicer +44 (0) 7815 244131 [amanda.hewitt-spicer@rolls-roycemotorcars.com](mailto:amanda.hewitt-spicer@rolls-roycemotorcars.com)

#### Regional

##### Asia Pacific - North

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

##### Asia Pacific - South

Hal Serudin +65 6838 9675 [hal.serudin@rolls-roycemotorcars.com](mailto:hal.serudin@rolls-roycemotorcars.com)

##### China

Anna Xu +86 10 84558037 [anna.xu@rolls-roycemotorcars.com](mailto:anna.xu@rolls-roycemotorcars.com)

##### Eastern Europe

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

##### Northern Europe and Scandinavia

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

##### Middle East, Africa and India

Nick Cooper +97 (0) 50 883 6715 [nickcooper@sevenmedia.ae](mailto:nickcooper@sevenmedia.ae)

##### North America and South America

Gerry Spahn +1 201 930 8308 [gerry.spahn@rolls-roycemotorcarsna.com](mailto:gerry.spahn@rolls-roycemotorcarsna.com)

##### UK and Western Europe

Matthew Jones +44 (0) 7815 245929 [matthew.jones@rolls-roycemotorcars.com](mailto:matthew.jones@rolls-roycemotorcars.com)

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