**Rolls-Royce Motor Cars**

## Media Information

**ROLLS-ROYCE DAWN NAMED TELEGRAPH’S ‘LUXURY CAR OF THE YEAR’**

**8 July 2016, Goodwood**

*The Daily Telegraph* has declared Rolls-Royce Dawn its ‘Luxury Car of the Year’ in its annual *Telegraph Cars Awards.* The winners were selected by a panel of expert judges, road testers and some of the most respected commentators in the automotive world.

In bestowing this most prestigious honour, the judges declared, “Dawn defines the very essence of luxury motoring. There is no other car that is more relaxing to drive or makes its occupants feel so special.”

The award is one of many major international accolades Dawn has been honoured with since its global launch in March 2016 including the *Telegraph’s* Luxury supplement, who declared Dawn their 2015 Car of the Year.

“As the summer season begins, Dawn is already lighting up some of the world’s most desirable hotspots, presenting true patrons of luxury with the most glamorous, social Rolls-Royce in history,” said Torsten Müller-Ötvös, Chief Executive, Rolls-Royce Motor Cars. “The plaudits we are receiving from the world’s most important publications reflects the phenomenal demand we are experiencing for the car from a new, dynamic breed of successful men and women.”

The launch of Dawn represents a seminal moment for Rolls-Royce Motor Cars and promises to attract a new breed of successful, younger and dynamic customers through a highly contemporary, beautiful expression of Rolls-Royce aesthetics.

Images, video and press materials are available from the dedicated microsite: <http://anewdawnformedia.com>

- Ends -

Notes to Editors:

You can find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/rollsroycemedia/) (rollsroycemedia). You can find also 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/).

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