**Rolls-Royce Motor Cars**

## Media Information

**ROLLS-ROYCE HERALDS THE START OF THE INTERNATIONAL SUMMER SEASON BY OPENING STUDIO IN PORTO CERVO**

Embargo: 26 May 2016, Goodwood

In the heart of Porto Cervo, a discrete enclave, first envisioned in the 1960s by His Highness the Aga Khan, welcomes the world’s elite. Whilst they are there, patrons of true luxury are invited to a Summer Studio, created by the world’s most celebrated super-luxury house to entertain and delight, as they frequent the enchanting island of Sardinia this summer.

Rolls-Royce Motor Cars will once again open their Summer Studio this June, a moment that has come to herald the start of the International Summer Season in Porto Cervo. Until September, a hub of society, culture and fine living will centre on the Studio, designed to encapsulate and savour the art of true luxury, which is Rolls-Royce.

Discerning inhabitants of an array of exquisite super yachts will alight onto the shores, looking to absorb and engage in the rich culture offered by the Costa Smeralda. Here they will find a highly contemporary space, secreted into the walls of the Promenade Du Port, where Rolls-Royce Motor Cars will reside for the forthcoming summer months.

By day, guests meander the arresting roads of the tranquil island, able to experience Dawn, the marque’s newest and most social Drophead Coupé ever created. By night, guests return to a social throng of activities and, invigorated by the upbeat atmosphere, they will revel in exclusive gatherings, curated to enlighten and inform, in the company of fellow connoisseurs of true luxury.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, commented, “Connoisseurs of true luxury are seeking an unforgettable experience in their pursuit of perfection. Rolls-Royce understands this as one of the tenets of true luxury and offers to enrich the lives of our customers and acquaintances by hosting a summer-long Rolls-Royce Studio in one of the most social enclaves in the Mediterranean. The worlds of fashion, art and design collide to create an ambient atmosphere which embodies the spirit of Rolls-Royce.”

The Rolls-Royce Summer Studio in Porto Cervo will be open between June and September 2016.

By appointment for patrons of true luxury.

Please contact [portocervostudio@rolls-roycemotorcars.com](mailto:portocervostudio@rolls-roycemotorcars.com)

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**Notes to Editors:**

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

For further information on the Summer Studio please visit [www.rolls-roycemotorcars-portocervostudio.it](http://www.rolls-roycemotorcars-portocervostudio.it).

#RRPortoCervo

#SummerStudio

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