**Rolls-Royce Motor Cars**

## Media Information

**ROLLS-ROYCE MOTOR CARS OPENS FIRST EUROPEAN PROVENANCE PRE-OWNED SHOWROOM IN MOSCOW**

21 July 2016, Goodwood

* Rolls-Royce Motor Cars Moscow opens showroom for previously owned motor cars and new aftersales facilities near business hub Moscow City
* First dedicated Provenance Pre-Owned showroom in Europe
* Provenance Pre-Owned is the ultimate seal of approval for a pre-owned Rolls-Royce motor car – it provides new car peace of mind for pre-owned cars

Rolls-Royce Motor Cars Moscow has opened Europe´s first dedicated Provenance Pre-Owned showroom in the Russian capital, offering a collection of the finest previously-owned Rolls-Royce motor cars. The new premises also accommodates brand new aftersales facilities, including a state-of-the-art workshop zone with five workbays together with a luxuriously-appointed customer lounge, to meet and exceed the expectations of the most discerning clientele.

Provenance Pre-Owned is the marque’s official pre-owned certified programme which merges both Rolls-Royce Motor Cars’ uncompromising standards with its drive for excellence. This ensures that every Provenance Pre-Owned vehicle not only delivers total reassurance but – combined with a minimum two year servicing and warranty cover – is also a sound investment for the future.

Speaking at a media reception at the new facility, Paul Morris, Chief Executive of Inchcape Holdings Russia, the parent company of Rolls-Royce Motor Cars Moscow, said, “Since opening the first showroom in Russia in 2004, we remain confident about the ongoing business success of the Rolls-Royce brand in Russia. After our investment into the dealership in St. Petersburg just a couple of years ago, this new facility represents another significant milestone for us, reinforcing our already exceptional levels of customer care.”

Tatiana Fitzgerald, Managing Director of Rolls-Royce Motor Cars Moscow, commented, “It makes us very proud to inaugurate the very first Provenance Pre-Owned showroom in Europe. The growing population of Rolls-Royce motor cars in Russia enables us to enhance our approach with pre-owned vehicles, in addition to our existing showroom at Kutuzovskiy Prospekt,” and added, “Provenance Pre-Owned customers often have a very individual set of purchasing reasons. Our exceptional service ensures that Provenance Pre-Owned cars are no different, and perform as beautifully as the cars coming straight from Goodwood today.”

The dedicated Provenance Pre-Owned showroom, located at 2nd Magistralnaya 18 near the business hub Moscow City, hosts an unparalleled collection of meticulously cared for previously-owned Rolls-Royce motor cars. Customers who purchase a motor car through the new showroom can also add to its individuality and legacy by selecting from a range of Bespoke features, for instance by installing a personalised headrest with individual embroidery.

James Crichton, Regional Director Rolls-Royce Motor Cars, emphasised, “Reliability stays at the forefront of our philosophy: Around three quarters of all Rolls-Royces ever built are still driven on the road. Provenance Pre-Owned underpins our confidence in the quality of Goodwood manufactured, pre-owned Rolls-Royces – as Sir Henry Royce famously said ‘the quality remains when the price is long forgotten’.” James added, “Provenance Pre-Owned seals the next chapter of the story with peace of mind and allows the journey to continue the Rolls-Royce way.”

Rolls-Royce Motor Cars continues to enjoy ongoing success in Russia, the manufacturer of luxury goods celebrated an all-time-high in 2015, sales in the first half 2016 continued on a sustained level.

- Ends -

**Notes to editors:**

Rolls-Royce Motor Cars Moscow:
Rolls-Royce Motor Cars Moscow won several global and European dealer awards over the last decade. The most recent one was the prestigious ‘Best overall performance 2015 in Region Europe’, handed over in February this year. The award is based on several criteria from the business areas new car sales, Provenance, Bespoke and aftersales.

Provenance Pre-Owned:

Rolls-Royce ensures the cars have been meticulously cared for and still meet the uncompromising standards. Only cars that have been maintained in strict adherence to Rolls-Royce servicing requirements are considered for the programme.

Provenance Pre-Owned comes with a minimum of two years’ servicing and warranty.

Each car is provided with an authenticated service record and verified mileage, combined with an inclusive service package.

The Provenance Pre-Owned warranty provides an additional 24 month warranty which starts when the original four year new car warranty has ended.

Rolls-Royce Provenance Pre-Owned cars are only sold through our network of authorised Rolls-Royce motor car dealers.

**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](http://www.press.rolls-roycemotorcars.com). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](file:///%5C%5Ceurope.bmw.corp%5Cwinfs%5CW50-proj%5CPublic_Relation%5CPress%20Releases%20Statements%20%26%20Press%20Packs%5C2013%5Ctwitter.com%5Crollsroycemedia) and Instagram (@RollsRoyceMedia).

**Press contact:**

**Rolls-Royce Motor Cars in Europe (East)**

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