**Rolls-Royce Motor Cars**

Media Information

**Rolls-Royce UNVEILS EMERALD EMBELLISHED DAWN AND WRAITH INSPIRED BY PORTO CERVO**

28 July, Goodwood

Today, honoured guests of the Rolls-Royce Summer Studio in Sardinia witnessed the unveiling of two remarkable Bespoke motor cars, commissioned to reflect the atmosphere and vibrancy of one of the world’s most exclusive and glamorous enclaves; Porto Cervo.

The essence of the marina, which resides on the Costa Smerelda, is embodied in two Bespoke Rolls-Royces; a Wraith, the marque’s most powerful motor car ever created, and Dawn, the recently launched and most social of Drophead Coupés.

Patrons of the marque relish in creative freedom by commissioning highly Bespoke personal legacies. To mark the opening of the Summer Studio and demonstrate this art form, the Bespoke Rolls-Royces will be themed from ‘Dusk until Dawn’.

Isobel Dando, General Manager, Future Retail, Rolls-Royce Motor Cars, commented, “Patrons of our marque delight in inhabiting some of the world’s most beautiful enclaves. Sardinia, and its stunning Costa Smerelda, serves as the perfect backdrop for Rolls-Royce to host these patrons of true luxury in an intimate setting; The Rolls-Royce Summer Studio. The stunning Bespoke Wraith and emerald embellished Dawn, inspired by the sights and colours of Porto Cervo, have been commissioned in the spirit that so many of our customers delight in.”

The ambient hues of dusk are imbued on the Bespoke Wraith. A two-tone silver exterior reflects the dimming of the day’s light, whilst a purple feature line hints at the interior mood of this unique motor car. The Spirit of Ecstasy, the figurine that has graced the bonnet of each Rolls-Royce since 1911, casts a soft illumination from her position upon the motor car’s signature grille. On opening the coach doors, the mysterious aura of twilight, so appreciated by the Costa Smerelda’s glamourous denizens, is depicted using shades of blue, purple, slate and black, bestowing the feeling of calm as night falls. The use of ostrich leather adds depth and texture to the exquisitely furnished cabin.

In stark contrast, Dawn has been specified to capture the vibrancy and vivid colour of the Porto Cervo seascape. A unique emerald green exterior is offset against a distinct seashell and green leather interior. Open-pore teak encapsulates the occupants, alluding to the elegant sensation of a marine sojourn. A Bespoke teak boot floor mat has been created for the luggage compartment, continuing the nautical theme.

At the heart of this unique motor car lies art within art; precious emeralds and mother of pearl are set into white gold and presented on the fascia as a timeless memory of the beguiling island. As a brooch adorns a gown, so the jewels complete the visual harmony of this exquisite motor car. Set in the shape of the emblem of Porto Cervo, the occupants are reminded of the magical island from which the spirit of this motor car originated.

The Costa Smerelda is an abundant source of inspiration for artisans the world over. London-based tattoo artist Mo Coppoletta was party to such inspiration during the Rolls-Royce Bespoke Design team’s creative meetings for the curation of these two motor cars. Himself an artisan held in the highest regard, Coppoletta mused over exquisite blank canvases – two leather Rolls-Royce headrests – resulting in tattooed works of art which will be presented alongside the Dusk until Dawn configuration in The Summer Studio.

Coppoletta commented, “The colours and atmosphere of Porto Cervo are truly inspiring. The designs I have created for Rolls-Royce evoke the emotion experienced by observing this magical place from the harbour of Promenade du Port.”

The Rolls-Royce Summer Studio in Porto Cervo will be open until September 2016.

By appointment for patrons of true luxury.

Please contact portocervostudio@rolls-roycemotorcars.com.

-Ends-

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 contacts:**

**Goodwood**

* **Director of Global Communications**

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

* **Global Corporate Communications**

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

* **Global Product Communications**

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

* **Global Lifestyle Communications**

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

**Regional**

* **Asia Pacific - North**

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

* **Asia Pacific - South**

Hal Serudin +65 6838 9675 hal.serudin@rolls-roycemotorcars.com

* **China**

Anna Xu+ 86 1084558037 anna.xu@rolls-roycemotorcars.com

* **Eastern Europe**

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

* **Northern Europe and Scandinavia**

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

* **Middle East, Africa and India**

Jamal Al Mawed +971 561717883 jamal.almawed@rolls-roycemotorcars.com

* **North America and South America**

Gerry Spahn +1 201 930 8308 gerry.spahn@rolls-roycemotorcarsna.com

* **UK and Western Europe**

James Warren +44 (0)1243 384578 james.i.warren@rolls-roycemotorcars.com