**Rolls-Royce**

## Media Information

**ROLLS-ROYCE TEASES NEW PHANTOM AS IT ANNOUNCES THE FINAL ICONS TO JOIN ‘THE GREAT EIGHT PHANTOMS’ EXHIBITION**

**18 July 2017, Goodwood**

**#GreatPhantoms**

**Today, as excitement builds towards the premiere of ‘The Great Eight Phantoms’ Exhibition at Bonhams in Mayfair, London next week, Rolls-Royce has announced the final three great Phantoms that will join the event. In addition it has released one teaser image of New Phantom – the eighth Great Phantom which will debut at the Exhibition and will be streamed online at 21.00hrs British Summer Time on 27 July 2017 at** [**www.greatphantoms.com**](http://www.greatphantoms.com)**.**

Her Majesty Queen Elizabeth II has graciously assented to her Phantom VI State Limousine being present for the public to see. Also joining the Exhibition are the Phantom IV that belonged to the Aga Khan III –one of 18 such Phantoms built only for Royalty and Heads of State; and the First Goodwood Phantom VII, which began the renaissance of Rolls-Royce on 1 January 2003.

**Her Majesty Queen Elizabeth II’s Phantom VI State Limousine**

Her Majesty Queen Elizabeth II has graciously assented to her Phantom VI State Limousine being present at ‘The Great Eight Phantoms’ – A Rolls-Royce Exhibition for the British public to see.

In 1977, to mark her Silver Jubilee, the UK's Society of Motor Manufacturers and Traders gifted Her Majesty a new official State Limousine, a custom-built Phantom VI.

The most striking aspect of this Park Ward-bodied Phantom VI is its raised roofline, supporting an enormous expanse of toughened glass. It enables Her Majesty, and indeed other members of the Royal family who use the vehicle to see and (more importantly) be seen.

This Phantom, like others in the Royal Fleet, had the 'Royal mascot' of St. George slaying the dragon put in place of the Spirit of Ecstasy when Her Majesty was on board, apart from when she visited Scotland, when a silver lion is used instead. It also had a fitment to hold the Queen's Shield and the Royal Standard.

As with all the fleet it was finished in Royal Claret and Black Livery and being a state car, it had no need for a number plate.

The Phantom VI was present at another milestone in The Queen's long reign in 2011. On April 29 of that year Prince William, her grandson, married Kate Middleton. The Duchess of Cambridge and her father were driven to the Abbey in the Phantom VI, taking full advantage of the panoramic glass to give the delighted crowds the best possible view of her last few minutes as Kate Middleton before she transformed into a Princess; a happy ending for both Kate and the splendid Silver Jubilee Phantom VI.

**‘The Aga Khan Phantom IV’**

The second Royal Phantom to be present at the Exhibition will be that of the Aga Khan III. The Aga Khan III is famous for combining a jetset lifestyle as thoroughbred horse owner with his role as leader of the Nizari Ismaili Muslim community. The Aga Khan was among just 18 heads of state and members of royal families to commission a Rolls-Royce Phantom IV.

Aga Khan III was President of The League of Nations from 1937 to 1938, but also owned five Derby winners and won British flat racing’s Champion Owner title 13 times. He liked the finest things in life and so his choice of a Rolls-Royce Phantom IV was no surprise.

The Hooper coachwork of the Aga Khan's Phantom IV has remarkable flowing lines, the rear wheels are enclosed and the body is in the Sedanca de Ville style, whilst the interior features sumptuous red leather, using Connolly hides. It took two years to build, from 1950 to 1952, thanks to its many bespoke additions; an adjustable mirror, concealed silver brush, comb and compact – all engraved with the Aga Khan's royal crest which was also to be seen on the doors – as well as a built-in Dictaphone and a full picnic set.

‘The Aga Khan Phantom IV’ has been kindly loaned to ‘The Great Eight Phantoms’ by Mr Ion Tiriac.

**The First Goodwood Phantom – Phantom VII**

The First Goodwood Phantom is the motor car that began the renaissance of Rolls-Royce in 2003. Known at the time as “the last great adventure in automotive history”, this renaissance has seen Rolls-Royce retake its rightful place as the world’s leading luxury brand with highly progressive models beginning with Phantom, then Ghost, Wraith and Dawn, and the only true luxury approach to satisfying the desires of every individual customer – Bespoke.

Three months after its debut at 00.01 on 1 January 2003, the First Goodwood Phantom was shipped from Southampton, England to Perth, Western Australia for its Australian debut in April 2003. Following that debut, the Phantom was to undertake its first big adventure in the hands of its owner – a 4,500-mile epic drive across Australia. The route left Perth, heading down the coast of Western Australia, across the Nullarbor Plain to Adelaide in South Australia, then into Victoria and along the Great Ocean Road until finally arriving at the Harbour Bridge in Sydney, New South Wales.

The owner provided daily updates of ‘driver impressions’ to the team back at Goodwood, declaring the new Phantom to be “a Grand Tourer in the truest sense of the words”. The car performed faultlessly, its only issue some sand that had entered the Spirit of Ecstasy retraction mechanism during a dust storm in the Australian desert.

14 years after its creation, this First Goodwood Phantom remains in exceptional condition. It is loaned to ‘The Great Eight Phantoms’ – A Rolls-Royce Exhibition by its owner, the same gentleman who originally commissioned it.

**‘The Great Eight Phantoms’ – A Rolls-Royce Exhibition will take place at Bonhams, 101 New Bond Street, London, from 29 July to the 2 August. The Exhibition is held in support of The Princes’ Trust to which voluntary donations are invited.**

-Ends-

**Note to Editors**

**The release of this teaser image does not signify the lifting of the photo and information embargo on New Phantom of 21.00hrs British Summer Time, 27th July 2017. Rolls-Royce thanks the professional media around the world for holding to this embargo.**

**Further information:**

You can follow the progress of this story on social media by using #GreatPhantoms.

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](https://www.instagram.com/RollsRoyceMedia/).

**Bonhams**

Bonhams was founded in 1793 and is one of the largest and most established auctioneers of fine art, antiques, motor cars, jewellery, wine and watches in the world. With salerooms in London, New York, LA and Hong Kong and auctions held across the globe, Bonhams’ team of specialists offers passionate, experienced and professional valuation and sales advice in 60 departments and 22 countries.

**Contacts:**

**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