ROLLS-ROYCE | MEDIA INFORMATION

Rolls-Royce SUNNINGDALE UNVEILS NEW LUXURY SHOWROOM

Thursday 18 January 2024, Goodwood, West Sussex

* Rolls-Royce Sunningdale re-opens its doors after extensive redesign and redevelopment
* New showroom provides a contemporary, luxury retail space, offering clients a wholly-immersive Rolls-Royce experience
* New visual language resonates with younger demographic of clients
* Expansion and redesign reflect increasing demand for the marque’s pinnacle products

*“After extensive redesign and redevelopment, I am delighted to announce that Rolls-Royce Sunningdale has now re-opened its doors. During the last 18 months the highly dedicated, professional, and experienced team temporarily relocated to their aftersales facility, where they continued to offer our esteemed clients their expertise and a hyper-personalised client experience characterised by luxurious encounters.*

*“The reopening of the Sunningdale dealership, the showroom nearest to the Home of the Rolls-Royce in West Sussex, is a great moment for us. This new space, with its wealth of innovative digital technologies and elegant, luxurious design, is the perfect embodiment of the brand. It really captures the essence of the marque and brings our visual identity to life, reaffirming our position as a leading House of Luxury, distinct from an automotive manufacturer.”***Boris Weletzky, Regional Director, United Kingdom, Europe, and Central Asia**

Rolls-Royce has a profound understanding of its clients; their needs, expectations and their wishes and strives to exceed these. Offering its patrons unique experiences is an integral part of the ongoing success of the world’s leading luxury marque, and so Rolls-Royce is delighted to announce its newly redesigned showroom in Sunningdale is ready to welcome clients past, present and future to its new luxurious space.

Located in a prominent location in the heart of Sunningdale, the space has been completely transformed both architecturally and aesthetically, making it almost unrecognisable. The original showroom has been significantly extended, offering more space to showcase the marque’s exquisite products and providing clients an unparalleled experience, in line with Rolls-Royce’s continuing evolution as a true global luxury goods brand. A terrace, with views over the Berkshire countryside, is an entirely new addition to the showroom; a relaxing and inviting space for clients to draw closer to the brand.

The redesigned location, spanning two levels, now showcases the marque’s contemporary visual identity, designed by award-winning agency, Pentagram. The space offers clients an immersive experience from the moment they step foot into the building: the front door is modelled on Rolls-Royce’s famous Pantheon grille and provides a discreet, tantalising glimpse of what lies within. The doorway is topped by the marque’s iconic figurine, the Spirit of Ecstasy.

Inside, the new showroom continues to exude sophistication, contemporary luxury, and creativity, yet still recognises the importance of heritage for the marque, with citations from the founding fathers of the brand throughout the showroom. The *Cabinet of Curiosities*, an eclectic mix of intriguing, timeless and legendary design objects, is designed to spark the imagination and conversations as part of the commission process. The *pièce de résistance*, *the Atelier,* houses some of marque’s most exquisite examples of craftsmanship, including wood veneers, leathers, embroidery threads in a variety of vivacious hues, as well as lambswool samples. The surface-finish samples are presented in the familiar Rolls-Royce speedform shape, making it easy to imagine the almost endless two-tone colour combinations; the leathers are rolled on wands with handles from Rolls-Royce’s famous umbrellas, while the veneers are shaped like the cross-section of an aerofoil, recalling The Hon Charles Rolls’ aviation exploits. This sensory-inspired room helps clients to envisage their dream commission coming to life.

The remarkable transformation of the Sunningdale showroom is a further sign of the dealership’s commitment to excellence which was recognised in two recent prestigious awards. In 2020, Rolls-Royce Motor Cars Sunningdale was honoured to receive the title of ‘Global Bespoke Dealer of the Year’ and, in 2022, ‘Regional Provenance Dealership of the Year’, both recognising its unwavering commitment to the Rolls-Royce brand and delivering personalised experiences to its cherished clients.

A Rolls-Royce is unapologetically luxurious, it is unmistakable, synonymous with beauty and elegance, a true design icon, and so each model rightfully enjoys its own dedicated space, framed, and is presented according to its distinctive personality and characteristics.

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## 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**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**(X) Twitter**](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. Its continuous investment in its facilities, products and people has resulted in a series of ‘record years’ for global sales, peaking in 2023 with over 6,000 motor cars sold worldwide. Since the company began production at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

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