**Rolls-Royce Motor Cars**

## Media Information

**DEVELOPMENT PROGRAMME FOR EIGHTH GENERATION PHANTOM MAKES EXCELLENT PROGRESS AT HOME OF**

**ROLLS-ROYCE AS STRONG DEMAND FOR OUTGOING PHANTOM CONTINUES**

5 July 2016, Goodwood

The development programme for the eighth generation of the Rolls-Royce Phantom, considered to be the ‘Best Car in the World’, has taken another significant step forward. New images of the all-new aluminium architecture being engineered at the Home of Rolls-Royce in Goodwood show how well the project is advancing and how the new Phantom is taking shape. This all-new hi-tech aluminium architecture will underpin the new Phantom, which arrives in 2018, as well as all other future Rolls-Royces.

In the meantime demand for all four models of the current Phantom VII has remained strong since the announcement in February of this year that it will be replaced. Patrons and connoisseurs of true luxury, unwilling to compromise their expectations of an authentic super-luxury motor car, have snapped up all 50 of the final Phantom Coupé and Drophead Coupé Zenith Collection cars.

In addition they and their trusted Rolls-Royce dealers around the world are requesting further Bespoke Collections and one-off examples of the pinnacle Phantom limousine before the line closes on 31 December 2016. In recognition of this demand, Rolls-Royce is developing highly-individual cars which will be offered in order to satisfy demand well into 2017.

“To paraphrase Mark Twain, reports of Phantom’s death are greatly exaggerated,” said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. “The huge level of demand for Phantom VII, which we will fulfil well into 2017, clearly demonstrates that the Rolls-Royce customer and patron of true luxury will accept no compromise when considering the purchase of a super-luxury motor car, and will not be seduced by mass-luxury brands. I am proud and excited to confirm that a new Phantom is on the way – and it will be a contemporary and beautiful Phantom befitting of its role as the flagship of global luxury."

- Ends -

**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).

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