**Rolls-Royce Motor Cars**

## Media Information

**ROLLS-ROYCE MOTOR CARS AWARDED PRESTIGIOUS BRITISH LUXURY AWARD**

15 November 2016, Goodwood

Rolls-Royce Motor Cars is delighted to be honoured with the ‘Best British Luxury Craftsmanship’ award at the 2016 Walpole British Luxury Awards. The award was presented during a glittering ceremony attended by luminaries of the British luxury scene by Rory Reid, BBC Top Gear presenter, at the Dorchester, London.

The annual awards recognise individuals and companies in the luxury industry who exemplify British excellence and leadership in a field that contributes £32 billion every year to the British economy. The esteemed judging panel of luxury leaders, representing the most highly regarded tastemakers in the industry was led by Michael Ward (Managing Director of Harrods and Chairman of Walpole) and included Lucia van der Post (Luxury Commentator), Conrad Bird, (Director, GREAT Britain Campaign), Peter Ting (Curator, Ceramic Designer and Crafts Council Trustee), Gillian de Bono (Editor of *FT How to Spend It*) and Marcus Wareing (Chef Patron, Marcus).

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, said, “We are delighted and honoured to be the recipient of this prestigious award, building on our previous Walpole success of ‘British Luxury Brand of the Year’. Every Rolls-Royce is hand-built at the marque’s global centre of excellence in Goodwood, West Sussex. Our success is borne of a profound understanding that patrons of true luxury seek to curate, commission and collect extraordinary objects, crafted to their exacting specifications at true global centres of excellence. It is this approach that ensures we proudly fly the flag for British manufacturing and design across the world.” He continued, “Rolls-Royce is the most celebrated luxury house in the world, built on the foundations of the skill and application of the world’s finest craftspeople. It is therefore a most gratifying affirmation of the work of these 1,600 extraordinary men and women to be recognised for this award.”

On receiving the award, Torsten used his acceptance speech to celebrate the vibrancy of the British Luxury scene, reiterating the importance of adhering to the key principles of true luxury – rejecting proliferation and the derogation of their craft through volume, to protect this art. He reaffirmed the importance of an intimate understanding of patrons of true luxury – those who seek to commission deeply personal expressions of their tastes, lifestyles and desires, executed with the finest materials at the hands of the world’s most skilled artisans at globally recognised centres of excellence.

Michelle Emmerson, CEO Walpole, said, “Rolls-Royce are such worthy winners of this award. The superior craftsmanship and attention to detail that goes in to creating every car is second to none. They are true ambassadors of British luxury and work hard to nurture and support the next generation of talent. Congratulations to the entire team.”

Formed in 1990, Walpole is a not-for-profit organisation that furthers the interests of the British luxury industry by harnessing and sharing the collective knowledge, experience and resources of its membership. Confirming its position as the authoritative voice of British luxury, Walpole leads an active programme of thought leadership, research, political engagement, initiatives and events to promote and inspire British luxury worldwide.

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**Notes for editors:**

Walpole is a unique alliance of 170 of Britain’s finest luxury brands, including Alexander McQueen, Ascot, Rolls Royce Motor Cars, Boodles, Selfridges, Hotel Café Royal and Jimmy Choo. Walpole promotes, protects and develops the unique qualities of UK luxury: the long tradition, rich heritage, superior craftsmanship, innovation, design, style, and impeccable service at the heart of the industry – currently worth over £32 billion to the UK economy. Dedicated to nurturing the next generation of Britain’s luxury brands, Walpole also runs the annual mentoring programmes Brands of Tomorrow, Crafted and the Programme in Luxury Management at London Business School. These initiatives connect Britain’s most talented up-and-coming entrepreneurs, craftsmen and leaders with a network of senior mentors from Walpole’s established membership.

**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](https://www.twitter.com/RollsRoyceMedia) and Instagram ([RollsRoyceMedia](https://www.instagram.com/rollsroycemedia/)).

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