ROLLS-ROYCE CELEBRATES 2016 GOODWOOD FESTIVAL OF SPEED WITH A DARK AND EDGY PRESENCE

Goodwood

Rolls-Royce Motor Cars will celebrate the 2016 Goodwood Festival of Speed with a dark and edgy presence on the famous Hillclimb. Wraith Black Badge and Ghost Black Badge will be on familiar turf, with Goodwood House in sight of the Home of Rolls-Royce.

Wraith Black Badge. Wraith Black Badge can be seen on the Supercar Run up the hill and in between Hillclimbs in the Supercar Paddock. Already the most powerful Rolls-Royce in the world at 624hp (465kw), Wraith now benefits from 70Nm more torque, tweaked air suspension and upgraded gearbox leading to more spirited driving. The car presented is finished in Black Badge Black, with the interior in Black and Mugello Red contrast leather, and the facia in aerospace-grade aluminium-threaded carbon fibre composite surfacing. Wraith Black Badge will be driven by Festival of Speed favourite, Justin Law.

Ghost Black Badge. The Rolls-Royce Course Car this year will be a Ghost Black Badge. The car is finished in Black Badge Black, with the interior in Black and Cobalto Blue contrast leather and the facia in aerospace-grade aluminium-threaded carbon fibre composite surfacing. Ghost Black Badge benefits from a power increase of 40hp (30kw) to 603hp (450kw) and torque increase of 60Nm compared to current Ghost, whilst upgrades to the 8-speed automatic transmission give Ghost Black Badge an added sense of urgency in how it delivers its power. The Rolls-Royce Course Car will be driven by a team from Rolls-Royce Motor Cars and can be seen on the course between each Hillclimb Run throughout the weekend.

Both cars were built specifically for the event and feature a Spirit of Ecstasy in high-gloss black vamp, Double R badges inverted to become silver on black and black starlight headliner. Surfaces that are traditionally chrome have turned dark, such as the front grille surround, boot lid finisher, lower air inlet finisher and exhaust pipes. The Black Badge ‘Unlimited’ infinity logo is embroidered on the upholstery and both cars are shod with 21” Carbon Alloy Composite Wheels.

Black Badge. Rolls-Royce Black Badge speaks to the darker, more assertive, confident and demanding aesthetic of a new breed of Rolls-Royce customer. As a truly Bespoke response to their desires, the interplay of brand and customer has had a transformative effect on the appearance and substance of Rolls-Royce Ghost and Wraith. The result is Ghost Black Badge and Wraith Black Badge.

Black Badge also brings the colour black to new levels of intensity. The multiple layers of paint and lacquer that go into creating Black Badge Black are repeatedly hand polished – the most exacting painting and polishing process ever used for a solid paint colour. The result is the deepest, darkest and most intense black ever seen on a production car surface.

In addition to Wraith Black Badge and Ghost Black Badge, an exclusive fleet of Rolls-Royce motor cars will also be evident in the Goodwood area during the Festival of Speed, with invited VIP guests

being conveyed in luxury from the Company’s manufacturing plant and head office on the South-Eastern corner of the Goodwood Estate to the heart of the event.

Visitors to the Goodwood Festival of Speed wishing to filter for relevant Rolls-Royce content across social media channels are encouraged to use the hashtag #BlackBadge.

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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. You can also find the communications team at Rolls-Royce Motor Cars on Twitter and Instagram (RollsRoyceMedia).

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