

ROLLS-ROYCE DAWN TAKES LUXURY CROWN IN UK CAR OF THE YEAR AWARDS



The Rolls-Royce Dawn has been declared 'Best Luxury Car' by an independent panel of top UK journalists at the UK Car of the Year Awards. Comprising a top-calibre group of 27 professional journalists, UKCOTY selects the best cars launched over the past 12 months, from a shortlist of 56 freshly-launched models. In making their judgement, a panel of some of the most respected commentators in the automotive world declared the following:

"A delight to drive and to be in – as only a Rolls-Royce can be." Ollie Marriage, Top Gear Magazine

"The car is exceptionally elegant, marrying traditional expressions of luxury, with a modern take whilst remaining technological and hugely connected. It's a movie star car!" Nargess Banks, Forbes Life, Wallpaper*

"If luxury is at least on nodding terms with class, the Dawn manages to embody both. Silent running, a gorgeously complex roof mechanism and general air of butlerish brilliance make this peon to UK craftsmanship a winner." Tom Ford, Top Gear Magazine

Since its introduction to market in March 2016, Dawn has won plaudits globally, including awards from some of the most highly regarded names in luxury and automotive media. Regionally, publications and websites such as the Australian Financial Review, Robb Report India and The Straits Times have similarly extolled the Dawn as the ultimate expression of true luxury open-top touring.

This critical acclaim is echoed in the extraordinary demand from the world's most discerning patrons of luxury that has driven the marque to the second highest sales result in the company's 113 year history and 6% global growth in 2016. In the Asia Pacific region, Rolls-Royce's sales also grew steadily by 5%, affirming the brand's strength and resilience in a year of challenging market conditions for luxury goods worldwide.

"Since its introduction in 2016, Dawn has introduced a highly dynamic new generation of men and women to Rolls-Royce. These patrons of true luxury have been drawn to the most glamorous expression of Rolls-Royce luxury in history," said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. "Every Rolls-Royce motor car is exquisitely hand-crafted at our centre of excellence in Goodwood, West Sussex. Plaudits like this are a glowing affirmation of the extraordinary skill of the 1,700 men and women engaged in the creation of the 'Best Cars in the World'.

For all Dawn press images, video and assets, please visit: www.anewdawnformedia.com

For high-resolution Dawn APAC press images, please visit:
<https://app.box.com/s/9lqgegu015s26etvhp2svgxy4ltl5kt6>

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

The UK Car of the Year Awards (UKCOTY) is a wholly independent set of awards, designed to highlight and advise on the best new cars on the market.

Since 2014, the UK Car of the Year Awards see road tests by judges carried out on the same roads as the car-buying public.

27 professional journalist judges comprise the UKCOTY judging panel. Many of the judges drive in excess of 300 cars a year.

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