ROLLS-ROYCE MOTOR CARS ARRIVES IN PHUKET

Rolls-Royce has opened a new Boutique showroom on the resort island of Phuket in Thailand. The new facility was opened by Paul Harris, Asia Pacific Regional Director for Rolls-Royce Motor Cars, at a grand opening attended by customers, VIP guests, celebrities and the media.

The 280 square metre showroom provides space for two Rolls-Royce motor cars, an atelier style customer configuration area including colour and trim samples, and a unique lounge area.

Speaking at the opening, Paul Harris said, “This is now the third Rolls-Royce facility in Thailand, underlining yet again the resilience of the country’s economy and appetite for super-luxury. We have observed that Phuket is increasingly a home and resort destination for a sizeable group of successful individuals from Thailand and other countries. Phuket’s economic growth and development make it an attractive location for us to have a presence. Rolls-Royce complements a burgeoning luxury sector on the island, with cars like the two door Wraith GT and Dawn convertible, designed for a more casual and social experience.”

The General Manager for Rolls-Royce Motor Cars Phuket, Sunthornpan Dhechatech said, “The investment in our new Boutique showroom has grown from our successful business partnership with Rolls-Royce in Thailand. Working closely with Rolls-Royce’s Asia Pacific Regional Office, we are adopting a contemporary, lifestyle luxury approach consistent with our customers’ way of life in Phuket. The new showroom also serves as a regional focal point for customers in nearby provinces.”

Bespoke is Rolls-Royce, Rolls-Royce is Bespoke
Designed to aid customers in the creative process of commissioning a Rolls-Royce motor car, the two-car Boutique showroom allows customers to use their imaginations and mix and match woods, leather or select from a palette of 44,000 different colours.

The Rolls-Royce Bespoke programme allows customers to personalise anything from a treadplate or headrests with their initials to more complex accessories such as a picnic set or luggage that is designed for their exact needs. Customers have been known to use wood from their own orchard or to specify their own personal paints.

Rolls-Royce Motor Cars in Thailand
The authorised Rolls-Royce Motor Cars dealer in Thailand is operated by Millionaire Auto (Thailand) Company Limited, under the Holding company, Master Group Corporation (Asia).

The Rolls-Royce Motor Cars Boutique Showroom in Phuket complements two other facilities in Bangkok – a showroom at Rama III and a Boutique Studio located on the second floor of Siam Paragon luxury shopping mall. Thailand is the only South East Asian country to have three Rolls-Royce facilities. With Rolls-Royce Motor Cars Phuket, the brand is present in 30 locations across the Asia Pacific region outside of China.

The Rolls-Royce Motor Cars Boutique Showroom in Phuket is located at 9/99 Moo 5, Chaloem Phra Kiat Ratchakan Thi 9 Road, Ratsada, Mueang Phuket, Phuket 83000. Tel : +66 76201999, Fax + 66 76201998. It is equipped with a Rolls-Royce aftersales centre.

About Rolls-Royce Motor Cars
Rolls-Royce Motor Cars is the world's leading producer of Bespoke, super-luxury goods. All cars are hand-built by master craftspeople at the Home of Rolls-Royce in Goodwood, England.

Despite a challenging worldwide backdrop in 2016, Rolls-Royce Motor Cars posted its second highest sales in the marque's 113-year history. Global sales were up 6% on 2015, with Asia Pacific sales up 5%. 4,011 Rolls-Royces were delivered to customers worldwide.

Rolls-Royce motor cars are sold in more than 50 countries worldwide.

Links to pictures: https://app.box.com/s/70xdrh2yxqf8ao7fp0td17q0gswmmyzq

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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

Notes to editors:

1. Every new Rolls-Royce is protected by a four year unlimited mileage warranty (excludes tyres and glass). Service and maintenance is covered by a Rolls-Royce service package and 24-hour roadside assistance for the first four years, regardless of mileage (excludes commercially-registered vehicles).

2. Rolls-Royce Provenance, the company's approved programme for its pre-owned cars, offers a minimum 24-month warranty, fully inclusive servicing and 24-hour roadside assistance.

3. The 2017 Rolls-Royce Motor Cars product range*:

Four-door motor cars: Ghost, Ghost Extended Wheelbase
Two-door motor cars: Wraith, Dawn

* Rolls-Royce cars vary in price as they are built to order, and often include Bespoke elements

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