

ROLLS-ROYCE TO CELEBRATE THAILAND'S NATIONAL CULTURE WITH UNIQUE BESPOKE CAR



- Rolls-Royce builds first Bespoke car for 37th Bangkok International Motorshow to celebrate the nation of Thailand
- Bespoke showcase to include Senior Rolls-Royce representatives from the Home of Rolls-Royce, Goodwood
- First public exhibition of Dawn in Thailand, the brand's latest super-luxury convertible
- Rolls-Royce to showcase bespoke lifestyle accessories such as luggage and USD 46,000 cocktail hamper

Rolls-Royce Motor Cars will present a specially designed super-luxury car, the KoChaMongkol car, for the first time at the 37th Bangkok International Motor Show (BIMS) on 22 March (press day).

Bespoke showcase

The KoChaMongkol Extended Wheelbase Ghost is inspired by an important symbol of the Thai nation – the elephant. Throughout the history of Thailand, the revered elephant has played a very significant role, economically, socially and in the defence of the country. Throughout the wider region of Asia, the elephant is also a central icon in the religious and cultural aspects of the continent. The unique, Bespoke car will incorporate motifs of the revered elephant on the exterior and interior of the car.

In addition, Rolls-Royce will have Bespoke team representatives on hand to demonstrate the company's capability to personalise its motorcars and lifestyle accessories where 'the only limit is your imagination'. Rolls-Royce bespoke accessories will include luggage and a USD 46,000 cocktail hamper, of which there are only 15 in the world.

Dawn of a new era

For the first time in Thailand, Rolls-Royce will debut the new two-door super-luxury convertible, Dawn, which promises a pivotal moment in open top motoring. The superlative engineering for Dawn results in motor car which is as quiet as Rolls-Royce's Wraith with the hood closed, and a roof mechanism that opens in around 20 seconds by means of a movement that has been coined as 'the Silent Ballet'.

Rolls-Royce Motor Cars

Rolls-Royce assembles its handcrafted super-luxury cars at the Home of Rolls-Royce, which is located on the Goodwood Estate in West Sussex, England. Last year, the company delivered 3785 cars globally, with the highest growth in the Asia Pacific region. Nearly every customer specified specially commissioned Bespoke design elements. This reaffirmed the marque's status as the only authentic purveyor of hand-crafted super-luxury motor cars.

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).

-Ends-

Notes to editors:

1. Further details will be released about the KoChaMongkol car in due course

The PR team will also be in contact regarding details of the Rolls-Royce Motor Cars Press Conference on Tuesday 22 March 2016. In the meantime, (please contact Khun Chutinun (Poupee) at Tel. +6661 956 2939 E-mail: chutinun@imageimpact.co.th for further information or requests for

interviews with Rolls-Royce executives)

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 (rollsroycemedial)

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