Luxury entrepreneur Stephen Hung orders largest ever fleet of Rolls-Royce phantoms for Louis xiii hotel in Macau

Wednesday 17 September, 2014

Rolls-Royce Motor Cars / Louis XIII Holdings - Joint Media Announcement

Luxury entrepreneur Stephen Hung has purchased the largest Rolls-Royce Phantom fleet in the world, placing an order for 30 Bespoke Extended Wheelbase Phantoms for his Louis XIII hotel in Macau. This transaction represents the world's single largest order of Rolls-Royces ever. Two of the fleet will be the most expensive Rolls-Royce Phantoms ever commissioned.

The deal was formalised on 16th September 2014 at a signing ceremony at the Home of Rolls?Royce at Goodwood in West Sussex, England. The signing ceremony was attended by Rolls-Royce CEO, Torsten Mueller-Oetvoes, Louis XIII Chairman, Stephen Hung, the Board of Rolls-Royce Motor Cars, Louis XIII executives and a representative from Graff Diamonds.

"Macau is rapidly evolving into the luxury capital of the world and we are honoured to have the opportunity to add to Macau's many distinctions, the world's largest fleet of Rolls-Royce Phantoms, including the two most luxurious vehicles Rolls-Royce has ever built. Louis XIII and Rolls-Royce Motor Cars share the same philosophy: to deliver the perfect experience to the world's most discerning customers," said Louis XIII Chairman, Stephen Hung.

"We at Rolls-Royce Motor Cars are delighted and honoured that Mr Hung has commissioned Rolls-Royce to provide the largest single order of Phantoms in history. The Louis XIII fleet of Phantoms promises to be one of most impressive sights ever seen in Macau when they arrive at the Louis XIII hotel in 2016. Mr Hung's commission reaffirms Phantom's pinnacle position as the motor car of choice for those seeking to experience the finest luxury the world has to offer," commented Torsten Mueller-Oetvoes, Chief Executive Officer of Rolls-Royce Motor Cars.

Each of the 30 Rolls-Royces has been extensively customised by Rolls-Royce's Bespoke design team at Goodwood working hand-in-hand with Mr Hung and Louis XIII to create truly distinctive vehicles. Newly created bespoke elements have been applied extensively both to the interior and exterior of the cars including bespoke clocks designed and created by Graff Luxury Watches. The two most expensive Phantoms will additionally feature external and internal gold-plated accents.

Rolls-Royce Motor Cars has also helped to design the parking and driveways to house the fleet at Louis XIII and will train Louis XIII's chauffeurs from Macau in the appropriate driving and handling of the unique vehicles.

The Phantom fleet will chauffeur the guests of Louis XIII, located on the Cotai Strip in Macau, when it is opened in the first half of 2016.

- Ends -

Notes to Editors:

About Louis XIII
Louis XIII Holdings Limited is a company listed on the Hong Kong Stock Exchange (Stock Code: 577). Louis XIII Holdings is building a new hotel and entertainment destination on Macau's Cotai Strip to house a unique collection of rare and exclusive luxury experiences.

More information can be found at www.lxiii.com.

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Bespoke is Rolls-Royce

Whilst every Rolls-Royce is special, many customers desire extraordinary distinguishing features to make their car completely unique. This falls to the marque's Bespoke design department; a collective of the automotive world's finest designers, engineers and craftspeople.

This approach has distinguished Rolls-Royce for over a century, with today's methods echoing the age of the coachbuilder when customers purchased their chassis and engine before sending it to be bodied to their exacting specifications.

From the finest detailing to the boldest statement, customers work in close collaboration with the team to realise their desires. Inspiration can come from anywhere; whether it is a request to perfectly match the exterior finish to a favourite garment or a more elaborate creation that seeks to tell a story, no idea is left unexplored.

With an unparalleled scope for personalisation, Bespoke is very much the jewel in the crown of Rolls-Royce Motor Cars' unique brand promise, indeed Bespoke is Rolls-Royce.

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.

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