Rolls-Royce Collaborates with Music Legends to Create Nine Bespoke Wraith Models

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- Rolls-Royce Motor Cars collaborates with British rock and vocal legends to create ultimate one-of-a-kind collectors' cars.
- Nine Wraith 'Inspired by British Music' cars commissioned in partnership with renowned British artists including Roger Daltrey CBE, Dame Shirley Bassey, Sir Ray Davies, Ronnie Wood
- Proportion of each car's value will be donated to charities selected by each musician, including The Teenage Cancer Trust.
- Remarkable one-of-a-kind motor cars celebrate the marque's long-held allure among music greats.

Rolls-Royce Motor Cars is delighted to announce a series of nine remarkable Wraith 'Inspired by British Music' cars, created in collaboration with, and celebrating the legacy of, some of British music's most revered rock and vocal artists.

The first four of these Bespoke cars have been unveiled for the first time today at the Sanderson Hotel in Fitzroia, London by the artists who created them in partnership with Rolls-Royce Motor Cars: *The Who* frontman Roger Daltrey CBE, Sir Ray Davies of *The Kinks*, and Giles Martin, son of songwriter and producer Sir George Martin and a world-renowned producer and songwriter in his own right.

Each of the hand-built Wraith 'Inspired by British Music' motor cars that have been commissioned are crafted with unique design touches that illustrate and celebrate the illustrious career of a British rock and pop legend. The British music legends involved in the project were personally invited to the Home of Rolls-Royce in Goodwood, England, working in close partnership with Rolls-Royce's design experts to conceive deeply personal expressions of their music legacies. The resulting highly Bespoke Wraith motor cars represent the ultimate collectors' items for the most ardent fans of each artist and will be sold later in 2017, with Rolls-Royce donating a proportion of the value of each to charities selected by each artist, including the Teenage Cancer Trust.

Highly creative features including a representation of seminal *The Who* album 'Tommy's' famous cover-art adorned to a bonnet, Sir George Martin's number one records embroidered into Wraith's signature waterfall and door-flights engraved with hand-written lyrics and quotes, all serve to beautifully illustrate the musical legacies of the greatest names in British popular music.

The cars unveiled today have been crafted within the canvas of the Rolls-Royce Wraith 'Inspired by Music' Bespoke collection, a series of motor cars created to celebrate Rolls-Royce's long-held standing in music folklore. Each car – one-of-a-kind creations hand-built by Rolls-Royce's master craftspeople – celebrates its unique commission, with the name of the artist engraved on the door treadplates and on the base of the Spirit of Ecstasy adorning the Wraith's bonnet.

Further Bespoke touches, conceived to celebrate the artists musical legacy adorn every motor car. The 'Lyrical Copper' exterior paint finish is completed with a subtle motif of the Union Jack Flag on each of the cars' C-pillars, celebrating the indelible mark made by each artist on British popular culture.

"The enduring allure of Rolls-Royce has been encouraged over the years by some of the world's most famous and important music icons. So many have turned to Rolls-Royce to celebrate their success with the ultimate display of originality and creativity. This collaboration – with some of Britain's most celebrated musicians – promises to add to this legacy, creating truly unique collectors' items which also support worthy charities," said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars.

Rolls-Royce Wraith 'Inspired by British Music'

Rolls-Royce's standing as a true luxury house is borne of a fundamental understanding that its patrons seek authenticity in the goods they commission. The resulting collaborations, therefore, echo the manner in which these patrons work in close collaboration with its Bespoke designers. The artists were invited to the Home of Rolls-Royce to further their understanding of how best they could celebrate their legacy.

Bespoke Designer, Matthew Danton, under the leadership of Design Director Giles Taylor worked with each artist to capture the most iconic and personal elements from of their body of work. The result delivers true, one-of-a-kind collectors' pieces.

Related Sectors:

Charities & non-profits :: Men's Interest :: Motoring ::

Related Keywords:

Roger Daltrey CBE :: Dame Shirley Bassey :: Sir Ray Davies :: Ronnie Wood ::

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“Rolls-Royce patrons work in harmony with our Bespoke designers and craftspeople to bring to life their most deeply-held passions. These masterpieces perfectly illustrate the intimate relationship between artist, patron and artisan, an approach to Bespoke design that continues to define Rolls-Royce’s standing as the most celebrated luxury house in the world.” Giles Taylor, Design Director, Rolls-Royce Motor Cars.

Each of these very special collaborations will represent a one-of-a-kind commission. Collectors will be invited to acquire these extraordinary representations of automotive and rock history through the marque’s European dealer network. A proportion of the value price of each ‘Inspired by British Music’ car will go to the Teenage Cancer Trust and other charities.

The cars….

Roger Daltrey CBE – celebrating *The Who*

The Who’s lead singer and frontman, Roger Daltrey CBE, committed to creating two cars for the project. The first is inspired by his own personal music legacy, and features elegantly expressed pieces of iconography from *The Who’s* history. Design motifs on his *The Who*-inspired Wraith include the band’s famous ‘bullseye’ logo, adorning the face of the dashboard clock and stitched into the leather ‘waterfall’ between the two rear seats. The two copper door flights are engraved with famous lyrics from the band’s 1972 singles ‘Join Together’ and ‘I Can See for Miles’, from the 1967 album ‘The Who Sell Out’.

The headrests are embroidered with Daltrey’s signature, while the back of the driver’s seat headrests features a nod to the band’s habit of destroying its instruments at the end of a show. One of Daltrey’s most memorable experiences, this unique embroidery depicts Keith Moon’s ‘Pictures of Lily’ drum kit which – in a magnificent display of television pyrotechnics – famously exploded at the end of the band’s 1967 performance on *The Smothers Brothers Comedy Hour* on America’s CBS TV network.

‘Tommy’ (1969)

The second of Roger Daltrey CBE’s cars has been created in collaboration with Mike McInnerney, the artist responsible for the famous album artwork of *The Who’s* seminal 1969 album ‘Tommy’. McInnerney has worked with Rolls-Royce’s surface finish experts to create an extraordinary expression of the rock opera’s iconic sleeve design – this truly unique car features the cover artwork of the album applied to the bonnet. Daltrey and McInnerney sought to express other elements of the album artwork throughout the car, with the Lyrical Copper exterior finished with a blue coachline of a bird in flight, a reference to the album sleeve.

Each of the four headrests are stitched with unique design motifs from the album artwork, while the song ‘Pinball Wizard’ has inspired the embroidered design of the rear cabin leather waterfall, featuring a tone-on-tone depiction of a pinball machine with contrasting pinball and flippers. The copper door flights are engraved with lyrics from ‘Tommy Can You Hear Me’ and ‘Listening to You / See Me’. The car will be a notable, and truly individual collectors’ item when it is sold later in the year, to raise money for the Teenage Cancer Trust, of which Roger Daltrey CBE is a patron.

Roger Daltrey CBE commented: “It’s been immense fun working in collaboration with Rolls-Royce to create two cars which capture some of *The Who’s* iconography so beautifully. The ‘Tommy’ car is truly a work of art, and Mike McInnerney and Rolls-Royce’s designers have done a great job bringing to life themes from the album and its artwork. Both cars will raise vital funds and awareness for the Teenage Cancer Trust, and will be among the ultimate collectors’ pieces for any *The Who* aficionado.”

Sir Ray Davies – *The Kinks*

Sir Ray Davies has created a tribute to *The Kinks*, one of the most influential British rock bands of all time. Inspired by his personal legacy and that of the band, Sir Ray has selected lyrics from ‘Shangri-la’ and ‘Drivin’’ – from *The Kinks’* 1969 album ‘Arthur (Or the Decline and Fall of the British Empire)’ to be expressed on the door-flights. To add an even more personal touch, Rolls-Royce’s designers and craftspeople digitised and engraved Sir Ray’s own hand-writing.

The leather waterfall in the rear of the cabin is embroidered with the band’s iconic logo and the headrests with Sir Ray’s signature. Unique to this ‘Inspired by British Music’ car, Sir Ray was inspired to make his own mark on the two umbrellas housed within the Wraith’s doors, each engraved with a befitting alteration to the lyrics from ‘Sunny afternoon’ – ‘When it’s raining on a sunny afternoon, in the summer time.”

Sir Ray Davies said: “Working with Rolls-Royce’s designers on this car has given me the chance to express some of the themes of the music *The Kinks* enjoyed performing for many years. There were various elements of the car to work on and we had lots of opportunities to get creative with *The Kinks*-related themes. It was fun to create this unique collectors’ item and it’s gratifying to know that important charities will benefit.”

A tribute to Sir George Martin – ‘the fifth Beatle’

Songwriter and producer Giles Martin has created a tribute to his father, Sir George Martin, the famous record producer who was dubbed ‘the Fifth Beatle’ by Sir Paul McCartney. This tribute celebrates Sir George’s 30 number-one hit singles with design features that include embroidery of each song title in the rear cabin leather waterfall, and the producer’s signature stitched into the headrests. In celebration of the format with which Sir George made his mark upon the music world, the two copper door-flights feature an engraved quotation – “The recording is not what one hears, but what one must make others hear” – and the other, engraved details from the original handwritten arrangement for ‘Yesterday’ by *The Beatles*.

Giles Martin said, “My father had a huge impact on British music during his career, and I wanted the Wraith to celebrate a lifetime of achievements. It was a thrill working with the Rolls-Royce team to feature each of his 30 number-one hits, and I hope this is a fitting tribute to a figure who did so much to influence and enhance the world’s perception of a golden era in British popular music.”

Beneficiary Charity – The Fly Navy Heritage Trust

Sir George Martin CBE supported a wide range of charitable causes but one charity that was particularly close to his heart, the Fly Navy Heritage Trust, will benefit from of the sale of the Sir George Martin Rolls-Royce Wraith.

The Fly Navy Heritage Trust, under the brand name Navy Wings, relies on public donations to support its work in restoring, maintaining and flying a collection of rare and historically significant naval aircraft, preserving Britain’s great naval aviation heritage.

Forthcoming collaborations…

Dame Shirley Bassey

Dame Shirley Bassey celebrates a musical legacy which has seen her become one of the most popular female vocalists of all time, with a Wraith ‘Inspired by British Music’ marking a glittering career that has resulted in 37 studio albums, 79 weeks combined in the UK top 10 charts, and three James Bond title songs. Dame Shirley Bassey has used her Rolls-Royce Wraith ‘Inspired by British Music’ to bring to life some of her fondest memories from more than six decades in the spotlight.

Each of the door flights are engraved with lyrics from ‘I Am What I Am’ (1984) and ‘Big Spender’ (1967), the latter having become one of the Dame’s signature songs. The headrests are embroidered with a design inspired by the silhouette design of the 2007 album ‘Get The Party Started’. With three ‘007’ title songs to her name – ‘Diamonds are Forever’, ‘Moonraker’ and the seminal ‘Goldfinger’ – the rear leather waterfall is embroidered with a diamond, while the treadplates and Spirit of Ecstasy are fittingly finished in gold.

Challenging *Status Quo*

Created in collaboration with Francis Rossi OBE – lead singer and lead guitarist of *Status Quo* – the *Status Quo* Wraith celebrates five decades of music from the revered British rock band. Rossi OBE has brought to life the unique design of his iconic green-and-white Fender Telecaster guitar – one which he painted himself and still owns to this day – and the white-and-black Telecaster of his late friend and bandmate Rick Parfitt, with embroidered front headrests boasting a unique impression of each instrument. Inspired by the cover artwork from the band’s 1973 album ‘Hello!’, a silhouette of the four *Status Quo* legends is stitched into the leather waterfall, while the copper door flights are engraved with lyrics from ‘Caroline’ / ‘Don’t Drive My Car’.

“I’m delighted to be involved in a project that brings together many of my friends in British Music. *Status Quo* as a band have performed all over the world, meeting and working with incredible people, as we carved out our own story. Rolls-Royce also flies the flag for British creativity and is known throughout the world and I very much look forward to working with Rolls-Royce’s designers to create a fitting tribute to *Status Quo’s* musical legacy and also to Rick Parfitt who had a lifelong love affair with luxury cars.”

Ronnie Wood – ‘I Feel Like Playing’

Renowned as much for his career with *TheRolling Stones* as his role with *Faces*, Ronnie Wood has commissioned a Wraith 'Inspired by British Music' to celebrate his solo career. Wood's signature is stitched into the headrests, with lyrics from 'I Gotta See' – taken from his seventh solo studio album 'I Feel Like Playing' (2010) – engraved onto the copper door flights. The album's artwork was created by Ronnie Wood himself, and he has mirrored his cover art in the embroidery adorning the leather waterfall in the rear of the car.

- Ends -

Notes to Editors:

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

Rock Stars Legacy – a rock portrait

Echoing the creation of some of the most striking examples of Bespoke design in the marque's history, the 'Inspired by British Music' project was conceived by a highly creative individual, inspired during a visit to the marque's global centre of excellence in Goodwood, England. On first acquaintance with Wraith 'Inspired by Music' in 2015, acclaimed portrait photographer Alistair Morrison was moved to propose a bold idea, inspired by his work photographing some of Britain's most famous music icons.

"I am currently working on a series of photographs commissioned by The Who's, Roger Daltrey CBE, entitled 'Rock Stars Legacy' – in essence it brings together the crème of the British music scene in one truly iconic image," said Alistair Morrison. "On seeing Wraith 'Inspired by Music' and in learning about the way Rolls-Royce patrons collaborate with the marque's Bespoke designers, I saw an opportunity to express the spirit of this project, in revealing the personalities and musical legacies of these music icons through the medium of these extraordinary motor cars."

Alistair Morrison:

Over a career spanning four decades, Alistair Morrison has taken his place as one of the most celebrated portrait photographers of his generation with 82 photographs currently on display at the National Portrait Gallery.

http://alistairmorrison.com/

A most fitting aperitif:

A very special champagne was served at the Wraith Inspired by British Music Launch Event at the Sanderson Hotel, London. Champagne Cuvée Roger Daltrey CBE is created in association with Eminent Life, a company which is dedicated to celebrating excellence in music and the arts by creating limited-edition products, selected and manufactured to the very highest standards.

In addition to its presence at the launch event, the patron of both the 'Roger Daltrey CBE' and 'Tommy' cars will be presented with a bottle of this most highly regarded, award-winning champagne.

www.eminent-life.com

Sanderson

Rooted in fashion and design, Sanderson takes its name from the former occupants of the Grade II* listed building, a revered textiles company. Offering a rich and unique history, Sanderson boasts interiors created by design legend Philippe Starck, with nods to his quirky humour evident across the eclectic choice of furniture and artefacts showcased in the energetic lobby. Upstairs, Tim Andreas has transformed the 150 renovated guest rooms into a whimsical, dream-like world. The hotel's Courtyard Garden, an architecturally classified Heritage garden, provides a welcome respite from the bustling city outside, whilst Agua Spa at Sanderson -complete with its white marble, mosaic floors and maze of diaphanous white curtains - further aids Sanderson's whimsical feel and essence of playful tranquility.

Wraith 'Inspired by Music':

Rolls-Royce Motor Cars has contributed to the myth and legend of the contemporary music scene since the birth of Rock & Roll. Over half a century later, this long-standing love affair lives on, with some of the world's most celebrated artists choosing the marque as the ultimate affirmation of their success. In this

spirit, Rolls-Royce Motor Cars is delighted to present Wraith ‘Inspired by Music’.

Since the launch of Wraith in 2013, customers have been able to commission their Rolls-Royce Wraith with Bespoke Audio; the most exhaustively designed sound system in automotive history. Like every element of a Rolls-Royce motor car, its construction blends the finest components with the skill of the most eminent experts in their field. Now, with Wraith ‘Inspired by Music’, these characteristics, and the precious materials used in the Bespoke Audio system, are brought very much to the fore, creating ‘the most exclusive music venue’ that delivers an unrivalled aural experience.

A Lyrical Copper exterior paint finish, presented with a blend of brushed and polished textures elegantly hints at the use of copper in only the very best audio systems. On opening the car’s coach-doors attention is drawn to re-imagined speaker grilles, here presented in copper theme, and engraved with the words ‘Bespoke Audio’. The door panniers and floor mats have been crafted from finely-woven leather to add an additional depth of tactility to the car’s interior cabin. Copper-coloured door inserts, which start at the front of the cabin before tapering at the rear, have been included in the design to emphasise Wraith’s characteristic internal curves.

A book matched copper finish features for the first time on Wraith’s fascia, boldly extending the car’s theme. The same copper tone extends to Wraith’s signature seat bullets.

The fastidious detail that went into the development of the car’s sound-system is employed in every facet of the construction of the car. For example, the chaplets on the clock have been designed and meticulously crafted with a combination of warming copper and silver, whilst the radial lines of the outer bezel playfully emulate the look and feel of vinyl records.

The Bespoke Audio system was created from scratch by a team of the world’s very best automotive audio engineers. The two-year development process saw the team work closely with Rolls-Royce interior designers to ensure the system was perfectly tuned to the interior of the cabin. Indeed, this pursuit of aural perfection was deemed so important the interior designers had to consult with the Chief Audio Engineer before making any changes.

The extraordinary clarity of sound and dynamic range is delivered via a 1300W, 18 channel system comprising two highly powerful bass speakers, seven tweeters and seven mid range speakers. Two ‘exciter’ speakers, hand-fitted in the car’s headlining, play a vital role in bringing the sound to the listener at ear-level; ensuring the output perfectly imitates the way music is experienced in a live setting. Microphones constantly monitor ambient and exterior noises and will adjust volume and tone settings automatically to ensure no external agent detracts from the user’s listening pleasure.

Wraith ‘Inspired by Music’ completes a trilogy of striking and distinctive Bespoke Collections. The first, Wraith ‘Inspired by Film’ celebrates Rolls-Royce’s long association with the silver screen whilst, Wraith ‘Inspired by Fashion’ allows customers to commission a true piece of automotive haute couture inspired by the materials and motifs of cutting-edge high fashion.

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