ROLLS-ROYCE GHOST SERIES II NAMED ‘BEST LUXURY CAR’ BY UK CAR OF THE YEAR JURY

Friday 27 February, 2015

A jury of some of the UK's most respected and revered automotive journalists has awarded the Rolls-Royce Ghost Series II 'Luxury Car of the Year' in the UK Car of the Year Awards.

Since making its debut at the 2014 Geneva Motor Show, Ghost Series II has won plaudits from journalists and customers across the globe, whilst helping to drive Rolls-Royce Motor Cars to a fifth historic sales record.

Ghost Series II presents a discreet and considered design update that frames significant technological advances, in doing so reaffirming Ghost's status as conveyance of choice for the world's most successful entrepreneurs, indeed Ghost is the most popular super-luxury motor car in the world (£200,000+).

The esteemed UK Car of the Year jury clearly sees why:

"If Rolls-Royce could trademark the word 'imperious', then it should. A finely thought-out piece of super-luxury equipment, the Ghost offers both waft and warp, should you need it."
Tom Ford, Contributing Editor
Top Gear Magazine

"More quality and attention to detail than ever before. Unrivalled kudos."
Phil Lanning, Motoring Editor
Scottish Daily Record

"Near-Phantom presence, luxury and sense of occasion."
Anthony Ffrench-Constant
CAR Magazine

"Still the pinnacle, no matter what the others try and do."
Paul Barker

The win follows two successive 'luxury' category wins at the prestigious WhatCar? Awards, with Phantom Series II taking the crown in 2013 followed by Ghost Series II in 2014.

"Since its launch in 2009 Ghost has propelled Rolls-Royce Motor Cars to new heights. It attracts a very special breed of some of the most dynamic, successful entrepreneurs in the world allured by Ghost's thoroughly contemporary interpretation of Rolls-Royce luxury," said Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars. "2014 proved the perfect moment to clothe significant advances in technology with a considered design update. Customer response has been overwhelmingly positive and I am absolutely delighted important thought-leader and media commentators agree."

- Ends -

Notes to Editors:

Ghost Series II – changes at a glance

Evolutionary design

Ghost Series II presents significant recent technological updates in an exterior package that represents evolutionary changes to Ghost's timeless aesthetic.

- A contemporary re-imagining of Ghost's front face; re-engineered and re-designed LED headlights are framed by day-time running lights.
- Revised surface treatments including re-sculptured bumpers that present a wider, more dynamic stance.
- A new bonnet design featuring tapered 'wake channel' emanating from the Spirit of Ecstasy that hints at Ghost Series II's dynamism.
- The waft line leans further forwards, giving further expression to Ghost's dynamic driving experience.

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- New paint and wheel options giving customers greater scope for Bespoke personalisation.

Interior design

- Re-designed front seats include electronically adjustable thigh supports and depth adjustment. Rear seats have been subtly re-angled to augment effortless communication with fellow passengers.
- The clock fascia and instrument dials are enhanced with the addition of polished metal chaplets that evoke premium watch design.
- Option of extending natural grain leather to the A and C pillars.
- The scope for Bespoke customisation is extended with the introduction of two new, exquisitely crafted veneers: Paldao and Walnut Burr Crossband.

Technological and engineering enhancements

- Re-designed LED headlights incorporating the latest technologies. A whiter, brighter light augments driver safety whilst electronic reflectors move in the direction of travel in response to steering-wheel turns. New anti-glare technology deflects light when a car approaches in the other direction, giving Ghost Series II drivers the benefit of full-beam headlights at all times.
- Suspension enhancements include re-engineered front and rear struts, new steering gear and adjusted dampers that increase the car's cornering ability when the Dynamic Driving Package is specified.
- New hydraulic rear axle bearings enhance ride quality and rear stability whilst reducing vibrations and cabin intrusions.
- All Ghost Series II motor cars feature Satellite Aided Transmission as standard – a technology that utilises GPS and mapping data to ensure the car is always in the correct gear when negotiating turns, motorway exists and roundabouts.

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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