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Rolls-Royce celebrates BFI National Archive acceptance with new film

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Rolls-Royce bespoke Wraith

By STAFF REPORTS

British automaker Rolls-Royce is releasing its new Wraith film in the wake of the acceptance of 2013's edition into the British Film Institute's National Archive.

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The 2013 film originally debuted in March 2013 at the Geneva International Motor Show and was recently accepted into BFI's National Archive. The new film will celebrate the entry and Rolls-Royce's presences in other movies, driving attention to the storied history of the brand and the film industry.

"The Wraith was very bold and very contemporary at the time, a brand that is been very traditional and quite conservative," said James Warren, communications manager, UK & Scandinavia at [Rolls-Royce Motor Cars](#). "This inclusion in the BFI archive is a celebration of that."

Ready, set, action

Prior to the 2013 release, Rolls-Royce Motor Cars drove anticipation for its new Wraith model by releasing select images and videos of the model before its March 5 reveal.

The last image of the Wraith was released Feb. 26 and showed off its exterior outline. The

images and short videos were the only information that Rolls-Royce had given about the vehicle that debuted at the Geneva Motor Show ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/SJ82dP5s1cU?list=PLcdwSiCBZED5kkaXT04YXPdkxO2ybrxIa>

And the World Stood Still

When the film, “And the World Stood Still,” debuted, it was an introduction of the new Wraith as Rolls-Royce’s most technologically advanced vehicle. The film was expanded into a behind-the-scenes video and a social media campaign.

The World Stood Still also won a Gold Award at the 26th International Visual Communications Association Awards and at this ceremony, the senior curator for the BFI viewed the film and accepted it into the archive.

This week, Rolls-Royce will debut “Inspired By Film” to celebrate this honor and Rolls-Royce’s participation in other films such as Goldfinger, The Yellow Rolls-Royce, The Thomas Crowne Affair and The Great Gatsby.

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