

IN-STORE

## Rolls-Royce caters to wealthy travelers with convenient summer location

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*Rolls-Royce Summer Studio in Porto Cervo, Sardinia*

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By KAYSORIN

Rolls-Royce Motor Cars is giving affluent consumers a chance to experience its automobiles and learn more about the brand in a relaxed setting on the coast of Sardinia, Italy, this summer.

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The Rolls-Royce Summer Studio will take place on the Promenade du Port in Porto Cervo, Sardinia, a luxury destination popular with ultra-wealthy travelers who moor their yachts in the port. By scheduling exclusive events and promotions in locations that already appeal to affluent consumers, Rolls-Royce is positioning itself to connect with these consumers in a comfortable setting that will appeal to them.

"Porto Cervo is in essence the most glamorous part of one of the most glamorous islands in the Mediterranean," said James Warren, communications manager UK & Scandinavia, **Rolls-Royce**, Portsmouth, United Kingdom. "Since the '60s it's been the yacht destination of choice as people take time off in the summer in Europe.

"We have to look at the way our customer base operates," he said. "They are incredibly wealthy, discerning and busy.

“We are coming to them. While they are relaxing, we have created an incredible social space where they can come and relax, have a glass of Champagne.”

#### Summer lover

Rolls-Royce is bringing its Summer Studio back to Porto Cervo after a successful season last summer. For the second year, the Summer Studio highlight Rolls-Royce’s automobiles at one of the most popular yachting destinations in the Mediterranean.



*Porto Cervo is located on the coast of Sardinia*

Porto Cervo is known as one of the most exclusive and luxurious resort towns with some of the most expensive hotels and restaurants in the world. The town is populated by wealthy yacht owners who moor in the dock and stay to enjoy the culture of fine dining and relaxation.

By positioning the Summer Studio in this location, Rolls-Royce is targeting the very consumers that purchase its products. Bringing events to the consumer’s natural environment can help forge connections and a sense of community.



*Consumers can take the cars for a test drive along the coast*

The Summer Studio is intended to serve as a relaxing and fun location where consumers can enjoy cocktails with friends after leaving their yachts. The atmosphere is casual to complement the seaside aesthetic of Porto Cervo.

Consumers who are interested may request to view several Rolls-Royce cars on display or take them on a test drive around the winding roads of Costa Smeralda. Consumers may even have Rolls-Royce drive them to a social function or event, mimicking the way the car

would be used if purchased.



*Porto Cervo is a popular destination for wealthy travelers*

Anywhere, anytime, anything

Rolls-Royce is always attentive to its consumers' needs. While the Porto Cervo Summer Studio offers a unique location, Rolls-Royce has also introduced initiatives to produce unique design.

Rolls-Royce Motor Cars is finding bespoke inspiration in unexpected places through a new marketing push promoting its customization practices.

Through a social video and image gallery, Rolls-Royce is showing its consumers that inspiration can be drawn from the colors of nature to the drama of architecture to express that no concept is beyond the automaker's bespoke capabilities and dedication. Across sectors, bespoke customization allows the consumer to play the role of the designer to create a product that truly speaks to them ([see story](#)).

Additionally, Rolls-Royce has been using the latest technology to connect with consumers who may not be able to attend events such as the Summer Studio.

For example, the British automaker recently introduced its latest bespoke offering with a modern twist by broadcasting the official vehicle launch on the live-streaming application Periscope.

"Wraith – Inspired by Fashion" is a new model that aims to take the personalization of haute couture to the automobile industry. Its release on Friday, May 8 at the Pratt Institute's Women of Influence in the Business of Style panel discussion was streamed live via Periscope, allowing consumers to experience the event on their mobile devices ([see story](#)).

The Summer Studio at Porto Cervo takes this concept of accommodating the consumer and translates it to summer vacation.

"It is an example of the progressive way we think about retail," Mr. Warren said. "We will

be looking at other locations around the world. We aim to be modern, contemporary, easy and effortless in the way we operate with consumers. We gently integrate into their lives."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/AnY\\_y4QcCDU](https://www.youtube.com/embed/AnY_y4QcCDU)

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