

INTERNET

Rolls-Royce goes straight to consumers to announce new Dawn

September 9, 2015



The new Rolls-Royce Dawn

By FORREST CARDAMENIS

British automaker Rolls-Royce Motor Cars is rolling into the next generation with its all-new Dawn convertible model.

[Sign up now](#)

Luxury Daily

For the first time, the BMW-owned brand unveiled a new model online, eschewing the traditional car show and other regular festivities. Unveiled at the Frankfurt Motor Show but streamed online, the Dawn Rolls-Royce convertible targets a younger, active audience.

"The primary reason for [unveiling the product live] is a change in our owner base," said Gerry Spahn, head of communications, [Rolls-Royce Motor Cars](#) NA, Woodcliff Lake, New Jersey. "Since the launch of the Wraith in 2013, we've been getting a younger audience, and this is people who get their information in a different way.

"They're more connected, they're more used to being online," he said. "That's why it's important for us to do this live, on the Internet, so they can get the information unfiltered."

A new Dawn

As a press conference held on Sept. 8 detailed, the car's name and design recalls the earlier Silver Dawn model, launched in 1949 as one of the first luxury cars in the post-war

era, that name referring both to being factory-built (automobile production halted completely during World War II) and the beginning of a newer, more hopeful era.

The new Rolls-Royce Dawn refers to a pair of new eras, both the automaker's choice to go right to consumers and to its innovation of the four-seat convertible, whose name differentiates it from the thematically titled Phantom, Ghost and Wraith models.

Embedded Video: <https://www.youtube.com/embed/F1VgmR0IAcY>

Rolls-Royce Dawn press conference

“Today is indeed a momentous day for us,” said Torsten Müller-Ötvös, CEO of Rolls-Royce, Goodwood, England during the press conference. “It is a day that marks a new dawn for our company.”

One of the vehicle's primary selling points is the improved room in the back seats, typically lacking in legroom and therefore used only occasionally or by children. The Dawn offers a more comfortable four-seat option that does not sacrifice luxury or appearance.



Rolls-Royce Dawn

Design director Giles Taylor and director of engineering Philip Koehn discuss at length the design and engineering of the car. Mr. Taylor emphasizes the “crisp, modern edge” and the sleek “midnight sapphire” exterior that runs seamlessly into the “mandarin” orange interior, while Mr. Koehn demonstrates the car's beauty with the top up or down and mentions that the roof takes just 22 seconds to extend or retract and can do so even when driving more than 30 mph. Also of note, the car is among the quietest of its kind on the market.



Rolls-Royce Dawn

Also included is a video intercutting a man getting into and driving a Rolls-Royce with a woman diving into a pool at sunrise, with water and the dawn symbolizing a new beginning and paralleling the name of the model, while the slow motion effects make the diving woman recall Rolls-Royce's flying lady emblem.

The man in the video is young and drives the car himself rather than being chauffeured, reflecting the brand's new target demographic.

Embedded Video: <https://www.youtube.com/embed/Nx4bkvqoU4U>

Introducing Rolls-Royce Dawn. Experience open-top driving like never before

Overhead shots make clear that the vehicle has ample legroom in the backseats, while close-ups highlight the vehicle's body, design and technology.

Digital witness

This is not the first time Rolls-Royce has utilized digital channels to attract its young audience.

In May, Rolls-Royce 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 live via Periscope, allowing consumers to experience the event on their mobile devices ([see story](#)).

The automaker has also gone to other creative measures to promote its brand.

Rolls-Royce Motor Cars expanded its Art Programme at Art Basel June 16-17 with new work by artist Isaac Julien.

Mr. Julien was commissioned for "Stones Against Diamonds" by the automaker as part of its ongoing effort to engage emerging artists. The art and luxury markets rise at similar rates, since they cater to the same demographics, so Rolls-Royce's ramped-up alignment is an effective way to highlight its shared values with consumers ([see story](#)).

New Rolls-Royce models are year, so it's important for both timing and product to be right.

"We have a lot of demand from our consumers for a more accessible and comfortable four-seater," said Mr. Spahn. "We launch new product only when we have the demand and it's the right time for the product."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/DpM0baCmoel>