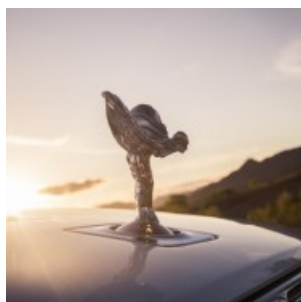


EVENTS/CAUSES

Rolls-Royce sells first Dawn in US at auction for \$750K

February 2, 2016



Rolls-Royce Spirit of Ecstasy

By STAFF REPORTS

A collector in California will be the first consumer in the world to receive British automaker Rolls-Royce's new model, Dawn.

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The collector placed a winning bid of \$750,000 for the Dawn during the Naples Winter Wine Festival Auction in Naples, FL on Jan. 31. With the release of the Dawn model, which was promoted heavily on social media and through a digital launch ([see story](#)), Rolls-Royce is ushering in a new era.

A new dawn

While his name has not be shared publicly, the California-based collector will be the first recipient of the Dawn model. His winning bid for the automobile will benefit the Naples Children & Educational Foundation.

Overall, the Naples Winter Wine Festival raised \$11.1 million for the local charity. The NCEF gives out annual grants to more than 40 nonprofit organizations and has impacted the lives of approximately 200,000 children.

As for the Rolls-Royces that have been placed on auction for the event over the last 15 years, the models have grossed \$4.8 million. "Over the past decade, Rolls-Royce Motor Cars has worked closely with many owners to raise millions of dollars for our local charities. It is entirely befitting that the first new Dawn in born into such altruistic company," said Torsten Mller-tvs, CEO of Rolls-Royce, in a statement.



Promotional image for the Rolls-Royce Dawn

The Dawn model featured at the Naples Winter Wine Festival was a Drophead Coupe, commissioned for the occasion.

Rolls-Royce's model included an Andalusian exterior finish with a deep red roof, offset by an Arctic White and contrasting Consort Red interior leather. The vehicle was finished in full Santos Palisander Canadel Paneling of Indian Rosewood and includes bespoke treadplates reading, "Build No. 1 for Dawn in North America."

The first Dawn models will be delivered in April through the Rolls-Royce dealership in Naples, FL. Global deliveries will follow thereafter.

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