

AUTOMOTIVE

Rolls-Royce exudes British heritage at Tennis Classic

June 21, 2016



Rolls-Royce at London's Hurlingham Club

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is ferrying some of professional tennis' best-known players to the grounds of the exclusive Hurlingham Club for the Tennis Classic June 21-24.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The automaker will transport players during the Tennis Classic in Rolls-Royce Phantom and Ghost models, while two of the brand's Dawn vehicles will be on display on the Club's grounds. As one of London's most exclusive clubs and tennis tournament, Rolls-Royce's participation in the event underscores its heritage and placement as a quintessentially British brand.

Arriving in quintessential style

The Tennis Classic tournament will see former U.S. Open Champion Marin Cilic and Roland Garros finalist David Ferrer compete in the grass-court event.

Rolls-Royce will be on hand to chauffeur the sport's best players, helping the athletes get to and from the Hurlingham Club and around London. The fleet of Rolls-Royce Phantom and Ghost models will be provided by the H.R. Owen dealership.



Rolls-Royce at Hurlingham Club in South London

The dealership will also provide the Dawn models that will be displayed at the club throughout the four-day tennis tournament.

Players in attendance at the Tennis Classic at Hurlingham in South London include Kei Nishikori, Milos Raonic, Tomas Berdych, Richard Gasquet and Feliciano Lopez. The players will participate in a series of exhibition matches in the days before Wimbledon, which begins the following week.

"The Tennis Classic at Hurlingham is a timelessly elegant English event on the tennis calendar, and is a perfect fit for Rolls-Royce Motor Cars London," said H.R. Owen's Rolls-Royce brand director Claus Andersen in a statement.

"The event allows the players to prepare for Wimbledon, and we are delighted to be able to help with the preparation by providing a fleet of Rolls-Royce cars to help them get around in a relaxing and luxurious manner to let them concentrate on their game," he said.



Rolls-Royce at Hurlington Club in South London

In London, the tennis calendar is stocked with luxury-affiliated events for discerning consumers to enjoy.

For example, British jeweler Boodles has signed on to be the title sponsor of the boutique lawn tennis tournament at Stoke Park in Buckinghamshire for another seven years.

The Boodles, which is celebrating its 15th anniversary in 2016, is a five-day event featuring tennis matches between the sport's elite within a garden party setting in the British countryside. For Boodles, this sponsorship placement gives it an opportunity to engage consumers and show off its jewelry in a relaxed environment away from London.

This year's tournament will be held from June 21-25 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.