

ADVERTISING

Rolls-Royce meets Scandinavian demand with Stockholm dealership

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Image courtesy of Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is responding to the growing super-luxury vehicle market in Scandinavia with the opening of its first showroom in the region.

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Rolls-Royce's Stockholm dealership is located in the city's upscale shopping district. While this point of sale may be located in Sweden, the car brand expects the showroom to draw clientele from all of Scandinavia.

Selling to Scandinavia

Rolls-Royce Stockholm will be operated by Callisma Group, which has extensive experience within the yachting and high-end automotive space. Opened last week, the showroom near Stureplan town square will give visitors a concierge experience.

"Customers in this region have been anticipating the moment when Rolls-Royce enters the territory for some time, and we are looking forward to launching one of the finest luxury experiences in the world," said Fred Mannerfelt, CEO of the Callisma Group in a statement. "We look forward to a successful collaboration."

Rolls-Royce has showrooms in more than 50 countries worldwide, as it looks toward sustainable growth. Just this past year, the company has opened in Japan, South Korea, Poland, Russia and the Czech Republic.



Rolls-Royce Dawn

"While this is our first dealership in Scandinavia, Rolls-Royce is of course already regarded as the pinnacle of luxury

in the region," said James Crichton, regional director, Rolls-Royce Motor Cars in a brand statement. "The new dealership is further proof of the demand for our fabulous motor cars from new customers here in Sweden and around the Nordic region.

"We see rising demand in Sweden and across the whole region for our cars, including the latest offerings of Dawn and Black Badge."

The Scandinavian auto market is expected to see some changes in the near future.

Norway has announced that it plans to ban petroleum-fueled automobiles within a decade.

Several sources have now reported that politicians have reached a bipartisan agreement to ensure that all cars sold in Norway will run entirely on green energy by 2025. Norway's small population and history of ecological progressivism make its ambition more feasible, but the development nonetheless points to trends in both the automotive and political spheres ([see story](#)).

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