

AUTOMOTIVE

Rolls-Royce retells brand heritage as legend in film series

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Video still from Rolls-Royce's "The Spirit of Ecstasy"

By STAFF REPORTS

British automaker Rolls-Royce is giving voice to a typically silent muse as it traces her influence throughout its 105-year history.

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The first episode of the film series "The House of Rolls-Royce" centers on the Spirit of Ecstasy, the sculpture that sits on the prow of all of its cars, guiding both the driver and the vehicle's creators. In this short, actress Kate Winslet narrates, bringing to life this iconic figure in Rolls-Royce heritage.

Looking back

The House of Rolls-Royce series is being released gradually in preparation for a milestone year in the brand's history. This will include the release of the new Rolls-Royce Phantom, a moment that Rolls-Royce sees as the commencement of the second chapter since its rebirth in 2003.

Using this content as a vehicle for enthusiast engagement, Rolls-Royce will give its loyal followers the opportunity to view films early or attend events around the world.



Still from Rolls-Royce's Spirit of Ecstasy film

Premiering Dec. 12 on Rolls-Royce's Web site, The Spirit of Ecstasy kicks off the series.

This film begins in 1904, as Charles Rolls and Henry Royce look to make their dream of "flight on land" a reality, spurred by the figurine's lean forward into the future. Through motion capture and 3D scanning, the film recreates scenes from the automaker's timeline in a starry effect.

The House of Rolls-Royce, Chapter I: The Spirit of Ecstasy

"The Spirit of Ecstasy has stood on the prow of every Rolls-Royce since 1911, representing the best of everything, whilst silently guiding through life those exceptional people who have made our world turn," said Torsten Müller-Ötvös, CEO, Rolls-Royce Motor Cars in a statement. "This is a story that inspires greatness and needs to be told.

"Our world-wide search for the perfect voice of the Spirit of Ecstasy led us back to West Sussex, England, where both Kate Winslet and Rolls-Royce, two British icons reside. Kate Winslet brings her great talent to this role," he said.

French atelier Chanel walks viewers through the history of the brand's relationship to the camellia flower from the perspective of the flower itself for its latest Inside Chanel video installment.

The fashion label has a long-term relationship with the beautiful scentless flower, and is painting a beautiful picture of its history for its more recent film. Inside Chanel details a variety of historic moments and chronicles Chanel's past, supporting a stronger relationship with fans ([see story](#)).

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