

AUTOMOTIVE

Rolls-Royce turns to rock 'n' roll icons for altruistic automobiles

December 16, 2016



Roger Daltrey with Rolls-Royce's team

By STAFF REPORTS

British automaker Rolls-Royce is furthering its connection to the music industry by collaborating with rock 'n' roll legends to raise funds for charity.

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

Nine different artists commissioned one-of-a-kind Wraith "Inspired by British Music" vehicles, with the first designs envisioned by The Who lead singer Roger Daltrey. Adding a philanthropic element to this campaign, these cars can be purchased by collectors, with part of the proceeds going to causes such as the Teenage Cancer Trust.

Cars for a cause

Rolls-Royce's charitable effort was inspired by portrait photographer Alistair Morrison, who shared an idea he had while visiting the automaker's Goodwood, England headquarters, during which he viewed the Wraith Inspired by Music. Having photographed many of music's greats hailing from Britain, Mr. Morrison thought they would make ideal collaborators for the bespoke vehicles.

"I am currently working on a series of photographs commissioned by The Who's Roger Daltrey entitled Rock Stars Legacy' in essence it brings together the crme of the British music scene in one truly iconic image," Mr. Morrison said. "On seeing Wraith Inspired by Music' and in learning about the way Rolls-Royce patrons collaborate with the marque's bespoke designers, I saw an opportunity to express the spirit of this project, in revealing the personalities and musical legacies of these music icons through the medium of these extraordinary motor cars."

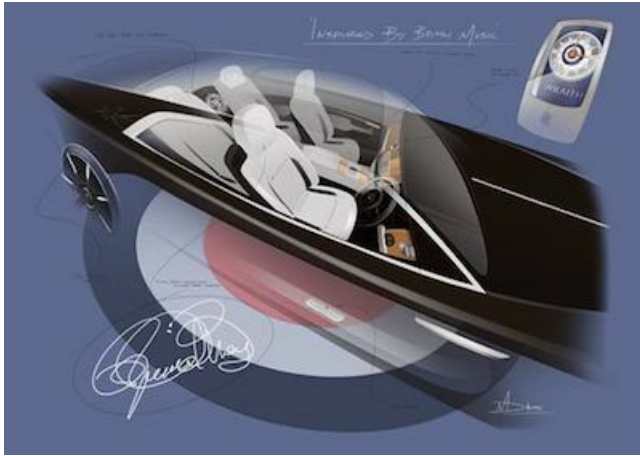
The commissioned vehicles will be crafted based on the existing Wraith "Inspired by Music" line.

Launched in 2015, "Wraith Inspired by Music" highlights Rolls-Royce's longstanding connection with prominent musicians in addition to the superb quality of the car's sound system ([see story](#)).

Mr. Daltrey chose to create two vehicles. One of these cars incorporates The Who insignia, such as its bullseye logo and a representation of the singer's microphone.

The artists second commission is an homage to the album art on the brand's LP "Tommy." Mr. Daltrey enlisted Mike McInnerney, the artist who created the original cover, to work with the craftsmen at Rolls-Royce's surface finish

center to recreate this design on a vehicle.



Wraith Inspired by Fashion commissioned by Roger Daltrey

This album-inspired piece will be the last of the nine cars built, and will be auctioned for the Teenage Cancer Trust in April.

"There has always been this fascinating synergy between Rolls-Royce and those artists who create music that not only defines their genre but equally transcends time and age," said Giles Taylor, director of design, Rolls-Royce Motor Cars. "The Wraith Inspired by British Music' cars express unique design collaborations with rock icons such as Roger Daltrey and celebrate music's love affair with some of our finest motor cars

"In joining our bespoke design team and envisioning authentic, perfectly executed tributes to their art, these stars will have helped create the ultimate bond between our Marque and their remarkable musical legacies," he said.

Other collaborators will be announced in the coming months.

"It says much about our marque's enduring allure that so many of music's greatest icons have held Rolls-Royce as the ultimate symbol of their success," said Torsten Müller-Övs, CEO, Rolls-Royce Motor Cars. "We are delighted to collaborate with some of Britain's most celebrated rock and vocal musicians on a project that promises to add to this legacy, by creating truly collectable masterpieces whilst supporting worthy charities.

"Our patrons work in concert with our Bespoke designers and craftspeople to express deeply-held personal passions," he said. "These unique motor cars perfectly express the intimate relationship between artist, patron and artisan that defines Rolls-Royce's standing as the most celebrated luxury house in the world."