

AUTOMOTIVE

Rolls-Royce ends Phantom production with golden age of travel-themed model

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Rolls-Royce's final Phantom

By STAFF REPORTS

After 90 years, British automaker Rolls-Royce Motor Cars has produced its final Phantom model at its manufacture in Goodwood, United Kingdom.

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Rolls-Royce's Phantom, then referred to as the "New Phantom," debuted in 1925 and quickly became the "most fabled name in luxury," as it was the choice automobile for discerning and influential figures. In the decades since, Rolls-Royce Phantom generations were unveiled, and 13 years ago, the automaker introduced the Phantom VII, the seventh and final edition.

Sailing away

Rolls-Royce's final Phantom VII to be produced has been created to celebrate the golden age of travel that defined the model.

Details of the Phantom VII recall 1930s ocean liners with a nautical theme that extends to the color scheme and tone-on-tone embroidery, meant to resemble the sea's movement.

With no detail overlooked, the model also includes a cabin clock designed in the style of a radio clock found on ocean liners. The Bezel includes 24 time zones, allowing the driver to personalize the clock no matter where they are in the world.

Rolls-Royce's last Phantom VII is painted in a Blue Velvet and is offset by a pin stripe and solid silver Spirit of Ecstasy hood ornament.



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In 2016, Rolls-Royce announced that Phantom production would end, as part of the automaker's first phase under the BMW umbrella. The Rolls-Royce 103EX "vision vehicle" represents the goal of the automaker's next phase of production ([see story](#)).

As part of the Phantom's send off, Rolls-Royce set the highest standard of bespoke capabilities with its Phantom Zenith Collection of collectors' vehicles.

The 50 examples, which includes some of the last examples of the Phantom Drophead Coupe and Phantom Coupe models ever built, have already been commissioned by Rolls-Royce connoisseurs. Through Rolls-Royce's customization talents, the collection serves as a celebration for the Phantom Drophead Coupe and Phantom Coupe, two of "the rarest and best-loved luxury goods in the world," which will be phased out of production ([see story](#)).

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