

AUTOMOTIVE

## Rolls-Royce decamps for Alpine destinations to court affluent audience

February 1, 2017



*Image courtesy of Rolls-Royce*

---

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is following the wealthy crowd to their ski vacations, popping up at winter holiday enclaves Courchevel and St. Moritz.

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

The car brand has begun seasonal partnerships with two hotels in these locales, offering chauffeuring services or a gathering place for travelers. Rolls-Royce has previously journeyed with consumers to their summer destinations, such as Ibiza, Porto Cervo and the French Riviera, allowing it to retain a presence even when the affluent are away from home.

### Snowy settings

A number of Rolls-Royce vehicles will be available at the Le Lana Hotel in Courchevel from Jan. 28-Feb. 17.

Consumers can either drive or be driven by chauffeurs in bespoke models including its Dawn, Wraith, Ghost and Black Badge.

From Jan. 27-Feb. 28, Rolls-Royce is taking up residence at the Badrutt's Palace Hotel. The automaker's placement includes a social lounge and drives in its vehicles.



*Image source Badrutt's Palace Hotel*

"Our patrons represent a small but extraordinary band of highly influential and discerning men and women," said James Crichton, regional director Europe, Rolls-Royce Motor Cars, in a statement. "They seek the very finest experiences in the most beautiful and glamorous destinations in the world.

"It is therefore fitting that Rolls-Royce, the most celebrated luxury house in the world, maintains a gentle presence wherever they are, ensuring existing owners and those wishing to know more about the marque are never without the benefit of a Rolls-Royce," he said.

Last summer, Rolls-Royce took to its Summer Studio in Sardinia, Italy to unveil two of its latest bespoke models.

Rolls-Royce's Summer Studio is located in the seaside port of Porto Cervo on the island of Sardinia, a popular holiday destination among the elite. The bespoke models, a Dawn and a Wraith, were inspired by Porto Cervo and its marina along the Costa Smeralda ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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