

AUTOMOTIVE

Rolls-Royce puts children behind the wheel with charitable model

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The Rolls-Royce SRH

By STAFF REPORTS

British automaker Rolls-Royce is looking to ease stress for young patients with a pint-sized bespoke creation.

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The brand is giving back to its local community, donating a toy vehicle to St Richard's Hospital Pediatric Day Surgery Unit in its hometown of Chichester, Britain. The custom motorized model is expected to help take children's minds off their upcoming operations by letting them drive themselves into the operating room.

Starting from scratch

Rolls-Royce gave this model the same attention to detail it gives to all of its custom orders. Dubbed the Rolls-Royce SRH, the car features a two-tone exterior in blue and white with coachline in red.

In assembling the car, the bespoke team leveraged 3D printing technology for features such as the Spirit of Ecstasy hood ornament and the paddle controls.

A 24-volt gel battery allows a top speed of 10mph. For patients who need a more easy ride, the car can be set to top out at 4 mph.

Patients will ride this car to the operating room through the pediatric corridors, which include mock traffic signs for an authentic driving experience.

"It's wonderful seeing a smiley face on the way to theatre, rather than an apprehensive one, and everyone caring for children at St Richard's is so grateful to Rolls-Royce for this unique donation," said Sue Nicholls, pediatric matron at Western Sussex Hospitals NSH Foundation Trust. "We know boys and girls alike will love driving it and in the coming years it will help turn a daunting experience into a more fun and enjoyable one for hundreds and hundreds of children."



Rolls-Royce's SRH in action; photo by James Lipman

Prior to the official handoff of the car on March 1, Rolls-Royce invited two patients to test-drive the vehicle at its home in Goodwood. Here, the children were treated to a car reveal that mirrors what bespoke clients experience.

These youngsters were also given the additional opportunity to test-drive the vehicle on the production line, something typically reserved for the brand's CEO. The patients were then chauffeured home with their families in Rolls-Royce Ghosts.

"We are a proud member of the community here in West Sussex," said Torsten Müller-tvs, CEO of Rolls-Royce Motor Cars. "The Pediatric Unit at St Richard's Hospital, Chichester does such vital work in providing essential care to young people and their families.

"We hope that the Rolls-Royce SRH will serve to make the experience for young people during treatment a little less stressful."

Healthcare has been a frequent beneficiary of Rolls-Royce's charitable initiatives.

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

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 ([see story](#)).

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