

AUTOMOTIVE

## Rolls-Royce's one-off Sweptail is the haute couture of auto design

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*An unnamed individual commissioned the Rolls-Royce Sweptail in 2013; Image courtesy of Rolls-Royce*

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By STAFF REPORTS

British automaker Rolls-Royce Motor Car's latest bespoke commission is reportedly the brand's most-expensive vehicle to-date.

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During the Concorso d'Eleganza at Villa d'Este car show held near Lake Como, Italy May 26-28, Torsten Müller-tvs, CEO of Rolls-Royce, introduced members of the press to the 103EX, or "Sweptail," as it is also known. Rolls-Royce takes pride in its bespoke abilities and recalled its coachbuilding heritage to inspire the Sweptail model.

The one and only you

The Sweptail was commissioned in 2013 by an anonymous brand enthusiast who approached Rolls-Royce's bespoke division. The discerning individual wanted to create his ideal two-seat Rolls-Royce because the current models did not fit his specifications.

Rolls-Royce's one-off Sweptail is a nod to the swept-tail design of its vehicles from the 1920s, a style admired by the client.

According to the automaker, the client has a penchant for collecting one-off items, including super yachts and private aircrafts.

"Sweptail is a truly magnificent car. It exudes the romance of travel for its own sake, and immediately places Sweptail' in the pantheon of the world's greatest intercontinental tourers," said Mr. Müller-tvs in a statement for Rolls-Royce.



*The Sweptail features Rolls-Royce's largest grille of any model; Image courtesy of Rolls-Royce*

"The arrival of the 103EX shone a light on the future of Rolls-Royce in this field, and Sweptail' is proof, today, that Rolls-Royce is at the pinnacle of coachbuilding," he said. "We are listening carefully to our most-special customers and assessing their interest in investing in similar, completely exclusive coachbuilt masterpieces.

"At the same time we are looking into the resources which will allow us to offer this unique service to these discerning patrons of luxury."

A standout feature of the Sweptail, specifically requested by the commissioner, is the vehicle's uninterrupted glass roof, one of the largest and most complex created by any automaker.

The vehicle's interior also features a one-off, hand-built center console that deploys the owner's favorite Champagne, from the year of his birth, and two crystal Champagne flutes, at the touch of a button. A mechanical action was added to ensure that when opened, the bottle is in the perfect position to be removed by the owner.



*Rolls-Royce Sweptail is designed to evoke the romance of travel*

"Sweptail is the automotive equivalent of haute couture," said Giles Taylor, director of design at Rolls-Royce, in a statement. "It is a Rolls-Royce designed and hand-tailored to fit a specific customer.

"This customer came to the House of Rolls-Royce with an idea, shared in the creative process where we advised him on his cloth, and then we tailored that cloth to him," he said. "You might say we cut the cloth for the suit of clothes that he will be judged by."

According to sources, Rolls-Royce charged the unnamed buyer of the Sweptail \$12.8 million. But, as GQ reports, Rolls-Royce has "refused to give a figure, or even a hint of one."

Recently, Rolls-Royce has emphasized its bespoke capabilities at its showrooms.

In 2016, Rolls-Royce selected Dubai, United Arab Emirates as the testing ground for a progressive showroom concept that leverages experiential touchpoints to connect with potential consumers.

The showroom includes The Inspiration Studio where the automaker will stage one-of-a-kind examples of its bespoke vehicles. By showing off its one-off bespoke models, Rolls-Royce can demonstrate, in person, its customization capabilities ([see story](#)).

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