

AUTOMOTIVE

Rolls-Royce adds Dawn to Black Badge commission line-up

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Video still of the Rolls-Royce Dawn Black Badge model. Image courtesy of Rolls-Royce

By STAFF REPORTS

Due to positive consumer demand, British automaker Rolls-Royce Motor Cars is extending its Black Badge series to include a Dawn version of the bespoke model.

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Launched in March 2016 with Ghost and Wraith models, the Black Badge series was created to give Rolls-Royce a more "assertive alter-ego" to speak to a younger demographic of affluent automotive enthusiasts. Each Black Badge model, designed by Rolls-Royce's bespoke artisans, has a bold, edgy aesthetic that draws upon an understanding of its discerning clients' lifestyles while also amplifying the automaker's values ([see story](#)).

Design what does not exist

In the case of the Dawn Black Badge, the automobile, now available for commission requests, is painted in a deeply intense shade of black.

The paint process took multiple layers of paint and lacquer to achieve the deep black color. The model's black paint is the deepest and darkest to ever be used for an automobile's surface.



Rolls-Royce is currently commissioning the Dawn Black Badge model. Image courtesy of Rolls-Royce

Rolls-Royce's Dawn Black Badge includes a black leather upholstery, blackened chrome accents and a new interior palette with a deep orange glow.

A video campaign created for the Rolls-Royce Dawn Black Badge begins with a blackened landscape as a bolt of lightning strikes at the horizon. The video then cuts to a woman's heel slowly walking up illuminated steps.

The video goes between the landscape, the woman's shoe and an eye in heavy black makeup before a man and woman are shown in two different settings. An ominous rendition of "What a Wonderful World" serves as the video's soundtrack.

As the nearly two minute video continues the man is shown driving the Rolls-Royce Dawn Black Badge, toward where the woman is waiting. Subsequent clips show a couple in a steamy embrace, and black paint dripped down a woman's bare chest.

Rolls-Royce: Dawn Black Badge

"Black Badge is for those driven by the same restless spirit that propelled company forefather C.S. Rolls' exploration of the limitations of powered land and air travel," said Torsten Muller-Otvos, CEO of Rolls-Royce, in a statement. "It is an alter-ego for our marque that captivates the disrupters, the innovators and those that accept no limitations.

"Standing as a truly bespoke response to the desires of a new breed of entrepreneur, Black Badge has already distinctly amplified the characters of Ghost and Wraith motor cars, placing them into consciousness of those that seek a commanding presence in the objects they commission," he said.

"Overwhelming demand for new patrons of luxury tells us the time is now right to apply this assertive, confident and powerful attitude to Dawn and open this truly transformative presence to the world."

Rolls-Royce will debut the Dawn Black Badge at the Goodwood Festival of Speed in West Sussex, England from June 29 to July 2.