

AUTOMOTIVE

Rolls-Royce touts community values with Sussex police department

July 18, 2017



Rolls-Royce Motor Cars joined the Sussex Police for Open Day July 15. Image courtesy of Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce lent support to its local community in Sussex by attending an open house at the police station.

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On July 15, Rolls-Royce supported the Sussex Police during the annual Chichester Police Station Open Day. For the event, Rolls-Royce outfitted a Ghost Black Badge model with authentic lights and the decals of the Sussex Police.

Cop for a day

Rolls-Royce's Ghost Black Badge was painted in Andalusian White with an interior of black and tan contrasting leather, and a Black Badge Technical Fibre was used for the fascia. Together, the elements turned a Rolls-Royce model into a Sussex Police squad car.

During the event, Rolls-Royce collected donations for Chestnut Tree House, a children's hospice located in Sussex. Rolls-Royce often organizes campaigns to benefit Chestnut Tree House to support its local community.

"We were delighted to support Sussex Police at the Open Day," said Andrew Ball, global corporate communications manager at Rolls-Royce, in a statement. "As a proud member of the local community, Rolls-Royce recognizes the importance of the emergency services, including the police."



Rolls-Royce temporarily decorated a Ghost Black Badge with decals of the Sussex Police. Image courtesy of Rolls-Royce

"We were particularly pleased to see a number of our employees visiting the event with their families, and sharing their pride in the motor car they built," he said.

Although there were rumors at Open Day of the chief constable using the car on the job, Rolls-Royce has removed the Sussex Police decals and lights, returning the model to its original form.

Automakers often work with local police departments for transportation initiatives.

Italian automaker Lamborghini, for instance, assisted the Italian Highway Patrol with a Huracn model developed with law enforcement in mind.

On March 30, the brand delivered a Huracn Polizia to the Italian Police, which has earmarked the supercar for use by the Highway Patrol in Bologna. Partnerships between police and automakers enable brands to give back to their communities while also raising their presence on the street ([see story](#)).

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