

AUTOMOTIVE

Rolls-Royce embraces consumers' lifestyle for Mediterranean holiday

July 21, 2017



Rolls-Royce heads to Spain and France's Mediterranean coasts for July-August. Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is spending the summer among the most discerning luxury patrons as they holiday in destinations dotting the Mediterranean coastline.

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

Each summer, Rolls-Royce heads to the "playgrounds of the wealthy and influential" with a number of partners to build brand awareness. This year Rolls-Royce selected Spain's Andalusian coastline and the Cte d'Azur in Southern France.

Summer camp

For the European 2017 summer season, from July 17 to August 20, Rolls-Royce will be present in Marbella, Andalusia, Spain and France's Cte d'Azur.

"Rolls-Royce's presence in some of the world's most glamorous summer enclaves speaks of the commitment to effortlessly gracing the lifestyle of its patrons," said James Crichton, regional director Europe at Rolls-Royce, in a statement.

"We are delighted to ensure those wishing to know more about the marque are never without the benefit of a Rolls-Royce," he said.

During its summer stint, Rolls-Royce will show off a collection of bespoke vehicles. The British automaker will display a total of seven of its vehicles and will offer driving experiences for discerning consumers.

Driving experiences will let consumers experience Rolls-Royce's Dawn, Wraith and Ghost models.



While in Spain and Southern France, Rolls-Royce will host driving experiences. Image credit: Rolls-Royce

On site, Rolls-Royce will also show its "Dawn – Inspired by Fashion" model ([see story](#)), and the Dawn Black Badge will make its Continental European debut.

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.

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 ([see story](#)).

The Dawn Black Badge will be unveiled at the La Reserva Club in Sotogrande, Spain.

Similar experiences will also be held during Rolls-Royce's stay in Cte d'Azur with the iconic French Riviera landscapes adding to the experience.

© 2020 Napean LLC. All rights reserved.

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