

AUTOMOTIVE

## Rolls-Royce commissions automotive's future with Phantom VIII debut

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Rolls-Royce debuted the Phantom VIII at a gala reception in London July 27. Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce has unveiled the 21st century incarnation of the Phantom, the world's longest running vehicle type.

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Leading up to the debut of the Phantom VIII, Rolls-Royce celebrated the history of the model by holding a special exhibition that gathered together stories alongside its most-famous vehicles. Held in Mayfair, London, the exhibit displayed eight different Rolls-Royce Phantoms, with one vehicle at a time being added to the collection ([see story](#)).

"From its debut in 1925, a Rolls-Royce Phantom has been the choice of the world's most influential and powerful men and women, and as a result, a constant presence at history's most defining moments," said Torsten Müller-Ötvös, CEO of Rolls-Royce, in a statement.

### Driving forward

The Rolls-Royce Phantom VIII is a new contemporary design of the model.

Features of the Phantom VIII include an all-new aluminum architecture that delivers a "new level of magic carpet ride: lighter, stiffer, quieter than ever," and the most technologically advanced central nervous system to be found in a Rolls-Royce car.



*Interior view of Rolls-Royce Phantom VIII. Image credit: Rolls-Royce*

The Phantom VIII's central nervous system connects and controls the vehicle's advanced intelligence systems, such as the door handle sensor that enhances the sense of occasion when entering the car.

Rolls-Royce also gave the vehicle's dashboard a contemporary makeover. Dubbed "the gallery," the redesigned dashboard includes an analogue clock, a nod to "the loudest sound you can hear in a Rolls-Royce is the tick of the clock" concept.

The vehicle is equipped with an all-new 6.75 liter twin-turbo V12 to drive Rolls-Royce into its next chapter.

*Rolls-Royce Phantom VIII*

"Phantom [VIII] is the epitome of effortless style, a historical nameplate that occupies a rarefied space in the luxury constellation and conjures a rare magic all of its own," said Giles Taylor, director of design at Rolls-Royce, in a statement.

"The new Phantom [VIII] raises a glass to an illustrious design legacy whilst forging a modern and revitalized presence for the next era of Rolls-Royce design," he said.

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