

AUTOMOTIVE

Rolls-Royce looks to Northern Lights for exclusivity

February 2, 2018



Rolls-Royce elevates the Phantom to new heights. Image credit: Rolls-Royce.

By STAFF REPORTS

British automaker Rolls-Royce Motor Cars is spotlighting the uniqueness of its iconic Phantom vehicle by paralleling it to the Aurora Borealis lights.

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"Only when elements perfectly align can the truly miraculous occur," says Rolls-Royce of the Aurora Borealis phenomenon and its Phantom in a new short video. Touting the vehicles' exclusivity, the film pairs images of the lights and the vehicle to emphasize that "unique is rarely experienced."

Uniqueness elevated

Rolls-Royce's film begins with a close-up clips of the Phantom, cut in between footage of the mesmerizing Aurora Borealis lights. The lights are also shown reflected in the black exterior of the car, creating an artful viewing experience.

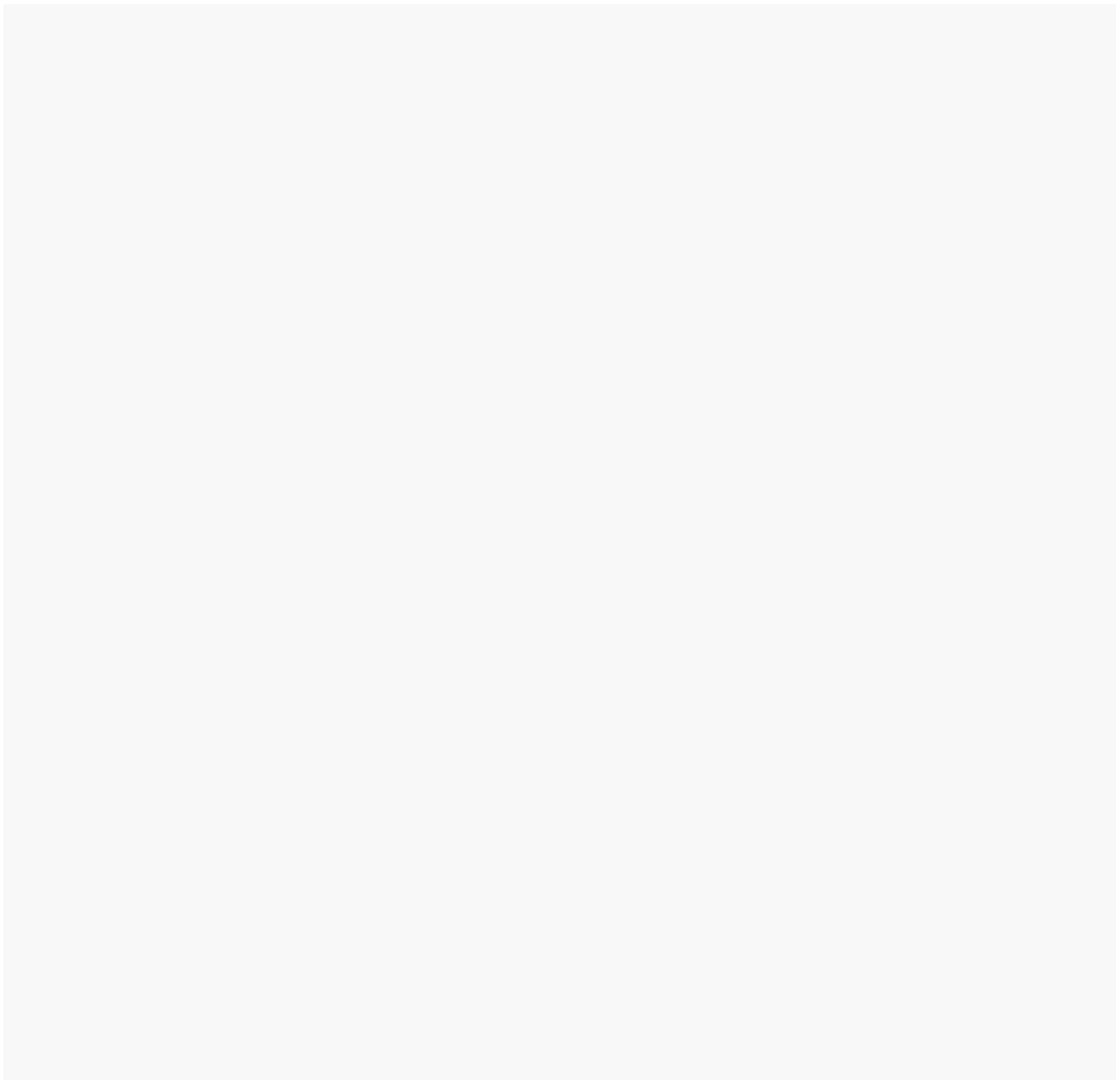
Rolls-Royce's new film with the Phantom.

The Aurora Borealis lights, also known as the Northern Lights, occur only in high-latitude locations. The occurrence happens rarely, when the magnetosphere is disturbed by solar wind.

Many people travel from all over the world to see these lights, as they are a natural phenomenon and are known to mesmerize viewers.

The automaker is hoping to align its brand with the idea of unrivaled amazingness that the Northern Lights represent.

Rolls-Royce also shared a variety of content on its Instagram to complement the video. A series of images, when viewed alone are almost unrecognizable, but when put together as a whole show the Aurora Borealis and the Phantom.



The icon, for icons. This is #RollsRoycePhantom

A post shared by Rolls-Royce Motor Cars (@rollsroycecars) on Feb 2, 2018 at 1:52am PST

Each caption on the images emphasizes the Phantom's individuality with phrases and words such as "unrivaled," "one of one" and "unmatched."

The video's release comes after Rolls-Royce unveiled the 21st century incarnation of the Phantom, the world's longest running vehicle type over the summer ([see story](#)).

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](#)).

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