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AUTOMOTIVE

Rolls-Royce's Dawn doubles as a musical instrument

May 25, 2018



Rolls-Royce drives into musical production. Image credit: Rolls-Royce.

By STAFF REPORTS

British automaker Rolls-Royce is creating a playful music video with a surprising twist.



The marque has created a special video using its own vehicle as a musical instrument. "Dawn Inspired by Music" will release at the Concorso D'Eleganza Villa d'Este on May 26, to embody the playful spirit of the Dawn model.

Driving playfulness

Rolls-Royce has created a special room inside its Goodwood factory to help detect any extraneous sounds within its models, which helps it to create above standard silence in cars.

For the purpose of this video, the automaker used it in a different way beyond manufacturing. The automaker's Dawn model held a special recording session inside what it calls its anechoic chamber.

Various mechanical and electric tones of the car were recorded, such as shutting doors and windshield wipers. These sounds were then mixed with "deconstructed music stems" to create a song.

The music video shows the Dawn stepping up to the microphone and completing its own musical performance.

"A hyper-sensitive microphone was used to capture the mechanical and electrical tones of Dawn, including the soft closing doors, the umbrella exiting from its home in the door, the windscreen wipers, indicators and the Spirit of Ecstasy proudly taking her place on the prow of the motor car," said Rolls-Royce in a statement.



Rolls-Royce's Dawn stars in its music video. Image credit: Rolls-Royce.

While the video is unique and light-hearted, it is not the first from Rolls-Royce.

The automaker also took a cue from the music industry with the final addition to the trio of Bespoke Collections.

"Wraith Inspired by Music" highlighted Rolls-Royce's longstanding connection with prominent musicians in addition to the superb quality of the car's sound system. Joining "Wraith Inspired by Film" and "Wraith Inspired by Fashion," this model rounded out Rolls-Royce's offerings and helps the brand appeal to a wider audience (see more).

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