

AUTOMOTIVE

## Rolls-Royce goes experiential with exclusive cars and cognac event

June 11, 2018



*Rolls-Royce's event was held at Soho Farmhouse in California. Image credit: Rolls-Royce*

By STAFF REPORTS

British automaker Rolls-Royce has created a new experiential event for its customers with the first “cars and cognac” meet.

Subscribe to **Luxury Daily**  
Plus: just released  
State of Luxury 2018 **Save \$246 ▶**

The company hosted an event for some of its most prestigious customers, inviting them out to California to view Rolls-Royce cars and taste fine cognac. The experiential effort was part of Rolls-Royce’s larger effort to improve its overall lifestyle brand beyond the cars themselves.

"The ‘cars and cognac’ meet demonstrated the wonderful spirit of our customers as well as their deep passion for the brand," said Julian Jenkins, regional director of Rolls-Royce Motor Cars, in a statement. "This evening was reflective of the rich dialogue between Rolls-Royce and its patrons, a truly unique and extremely rare relationship, one which we are privileged to nurture."

### Cars and cognac

Like many luxury brands, Rolls-Royce has always been about more than just the products it sells.

While Rolls-Royce cars are valuable on their own, they also are part of a luxury lifestyle that the brand sells to customers. When consumers buy a Rolls-Royce car, they are also buying into a certain elite lifestyle that the brand has cultivated.

To reaffirm this lifestyle vision, Rolls-Royce hosted an exclusive event at the Soho Farmhouse private members’ club in California.

There, customers were able to view some rare Rolls-Royce cars and sip fine cognac over a meal provided by the brand. A sommelier offered guidance to the cognac from a Rolls-Royce Phantom, the brand’s flagship car.



*Cars and cognac. Image credit: Rolls-Royce*

After the event, customers were chauffeured home by drivers in Rolls-Royce cars.

The event was held just one month after the final reveal of the brand's newest model, the Cullinan.

Rolls-Royce geared up for the final full reveal of the Rolls-Royce Cullinan as part of its ongoing Final Challenge campaign in early May.

Details were teased beginning with an online component at National Geographic's Web site and followed by a full reveal on Thursday, May 10. The Cullinan has been touted by Rolls-Royce as one of its most exciting new models and anticipation had been building over the months since its first announcement ([see story](#)).

---

© Napean LLC. All rights reserved.

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