

AUTOMOTIVE

Rolls-Royce tours the Mediterranean to showcase new models

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Rolls-Royce is heading to the south of France and the Spanish coast. Image credit: Rolls-Royce

By STAFF REPORTS

British auto brand Rolls-Royce will be coming to some of the hottest spots in the Mediterranean this summer to show off its latest models.

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For the remainder of the summer, Rolls-Royce will be showcasing its new cars, such as the Cullinan, at scenic spots around France and Spain. The showcase is meant to drive up engagement for the new cars with wealthy travelers on vacation in these areas.

"Rolls-Royce Motor Cars prides itself on truly understanding its customers' lifestyles," said Julian Jenkins, regional director at Rolls-Royce, in a statement. "As such, the marque is uniquely positioned to tailor its presence in these hot spots to ensure that they are effortless for both existing and prospective patrons of the brand."

On tour

Over the next month, Rolls-Royce is working with select partners across the Mediterranean to showcase its full portfolio of vehicles.

The brand will go on tour, visiting scenic locations in the south of France and Spain to give potential customers an up-close look at its new cars.

For instance, the new Rolls-Royce Cullinan will be on view for the first time in France when the brand takes it to the Cote d'Azur in France. There, potential customers who are on vacation in the area will be given an up-close look at the model.



The Rolls-Royce Cullinan. Image credit: Rolls-Royce

Later, the brand will head to the Andalusian Coastline to showcase other models, such as the New Phantom, to travelers in that region.

Rolls-Royce will stop at resorts, golf courses and other locations where the types of people most likely to purchase Rolls-Royce cars will be.

The brand most recently has been highlighting its craftsmanship in marketing campaigns. For instance, Rolls-Royce is sharing how classical ideas of design have served as inspiration for its vehicles in a starry short film.

"A Vision Beyond Time" is the latest episode in the "House of Rolls-Royce" series that examines the automaker's long history. By using celestial imagery to explain its design choices, Rolls-Royce builds the mythology of its own heritage ([see story](#)).

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