

APPAREL AND ACCESSORIES

Rolls-Royce taps into Spain's luxury spend growth

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Rolls-Royce Cullinan. Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is taking further steps in Spain as the region shows greater demand.

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In support of this greater demand, Rolls-Royce is opening a new showroom in Spain backed by a Barcelona-based expert. The new space will showcase a Bespoke Studio and offer Rolls-Royce's entire fleet of models.

Driving into Spain

Rolls-Royce is investing into Spain after reports show that luxury spend in the country has increased by almost 10 percent. This number is faster than any other region in the world.

In hopes to corner a portion of luxury spend that experts predict will double in Spain by the year 2025, Rolls-Royce is opening its new showroom in Barcelona.

"Our new partner in Spain brings significant business experience to the brand and is well equipped to meet the demanding level of customer service expected from the marque," said Julian Jenkins, regional director of Rolls-Royce Motor Cars, in a statement. "Rolls-Royce Motor Cars Barcelona extends our presence across Western Europe, serving increased interest in the Rolls-Royce brand, our new models and our unrivaled capability in Bespoke.

"Much of which is being driven by a younger profile of entrepreneurs and industry leading professionals," he said.



Rolls-Royce Phantom. Image courtesy of Rolls-Royce

Rolls-Royce is focusing on creating a relaxing atmosphere for affluent buyers to create their own ideal Rolls-Royce vehicle in its new Bespoke Studio.

The automaker will include ways for Barcelona customers to engage with designers and craftsmen in the Goodwood factory in England.

"A brand with no equal, the Rolls-Royce Motor Cars name is truly synonymous with refined luxury a name we use to define everything which is perfect," said Humair Zafar Maniar, CEO of Spirits of Speed Catalunya S.L., in a statement. "For the last 22 years I have been fortunate enough to be a customer of this great brand, and today I wish to share my good fortune with the people of Barcelona and introduce to them the greatest cars ever manufactured."

Rolls-Royce recently celebrated a historic business record, with the highest annual sales in the brand's lifespan.

The iconic Phantom model was a big driver for sales this year for Rolls-Royce, but all models across the brand supported its record-breaking year. The Americas kept its position as the largest region in sales, but all markets saw year-over-year growth ([see story](#)).

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