

TRAVEL AND HOSPITALITY

## Rolls-Royce heads to the slopes for the 2019 ski season

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*Rolls-Royce heads to the slopes. Image credit: Rolls-Royce*

By STAFF REPORTS

British automaker Rolls-Royce is catering to ski-enthusiasts, a group that has significant crossover with its affluent audience.

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Rolls-Royce will be hosting a pop-up presence in the Alpine resort of Courchevel 1850, a luxury ski destination. The automaker will show off its new Cullinan model as well as its Drophead Coupé, Dawn on location for affluent skiers to acquaint themselves with the models.

### Driving and skiing

The Rolls-Royce Cullinan will be on location to chauffeur skiers to and from the piste throughout the 2019 season.

A host of exclusive events will be planned throughout the season as well, to connect those with similar interests and to give consumers a closer look at the Rolls-Royce models.

Interested customers will be able to create their own bespoke Cullinan model in Rolls-Royce's on-site Bespoke Suite at Courchevel 1850. Interior design house Morpheus has created the space for a heightened elegance in the experience.

"Connoisseurs of true luxury visit Courchevel 1850 in the pursuit of memorable experiences," said Torsten Müller-Ötvös, CEO of Rolls-Royce Motor Cars, in a statement. "Rolls-Royce understands that these are tenets of true luxury and offers to enrich the lives of our clients by hosting this season-long studio in one of the most revered ski resorts in the world."



*Rolls-Royce at the ski resort. Image credit: Rolls-Royce*

The announcement of Roll-Royce's season-long pop-up comes after news of a historic business record for the automaker, with the highest annual sales in the brand's lifespan.

Rolls-Royce's iconic Phantom model was a big driver for sales this year for the automaker, 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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