

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 Coup, 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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