

AUTOMOTIVE

## Rolls-Royce, McLaren create limited-editions for Year of the Pig

February 4, 2019



*Rolls-Royce's Year of the Pig special edition. Image credit: Rolls-Royce*

By STAFF REPORTS

British automaker Rolls-Royce is honoring the Lunar New Year with limited-edition models.

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Rolls-Royce fans will have a chance to see the limited-edition Year of the Pig models, as they will be ferried throughout Mandarin Oriental properties. The models were showcased during the Year of the Pig Celebration presented by The Beverly Hills Chamber of Commerce, Asian Business Connection Committee, where McLaren had a similar release as well.

### Year of the Pig

Rolls-Royce has created special Year of the Pig editions of its Ghost, Wraith and Dawn models, which will be on display in the cities of Boston, Miami and Washington D.C. The tour will take place on Feb. 4 to Feb. 8 at the Mandarin Oriental locations.

The cars are painted with special Lunar New Year colors including Aurum, Mugello Red and Diamond Black and include a Rolls-Royce Year of the Pig nameplate as well as a hand-stitched "Lunar New Year" embroidery on the headrest.

"Rolls-Royce Motor Cars and the Mandarin Oriental hotels share two very important things in common," said Martin Fritsches, president of Rolls-Royce Motor Cars Americas, in a statement. "First, a client base with exacting taste for luxury, and second the ability to deliver an unparalleled luxury experience.

"To celebrate, especially with our Chinese clients and those who join them in welcoming a new year, is a pleasure and an honor," he said.

At the event, McLaren also debuted its sixth and final MSO Cabbeen Collection 570GT, developed by a Chinese fashion designer who incorporated clear Chinese motifs.

Fans can only purchase the vehicle at McLaren's Beverly Hills location. The special-edition models include a VIN ending with 888888 to celebrate the Year of the Pig.



*McLaren 570GT Cabbeen Collection. Image credit: McLaren*

As Lunar New Year approaches, luxury labels are leaning in to the Chinese zodiac with products and marketing starring pigs.

Looking to help Chinese consumers enter the new year with a lucky symbol, everything from watches to handbags have been embellished with swine characters. Chinese New Year, which falls on Feb. 5 this year, is an increasingly global holiday as travelers venture abroad and Chinese immigrants celebrate at home ([see story](#)).

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