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AUTOMOTIVE

Rolls-Royce tours London before moving into a new flagship

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Rolls-Royce takes on progress tour before moving. Image credit: Rolls-Royce

By STAFF REPORTS

British automaker Rolls-Royce is leaning into the growth of its business in London with a new flagship location, ushering in the new building with a special tour.

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Rolls Royce's current dealer partner in London, H.R. Owen, who manages the current Berkeley Square store, will take a tour throughout the city as it closes the previous location. The dealership's inventory will travel throughout the various burrows of the city before landing at its new location to celebrate the move.

Driving new progress

The automaker recently celebrated a historic business record, with the highest annual sales in the brand's lifespan this past year.

Rolls-Royce's 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).

London was also a significant market in driving sales to the historic number, the brand believes, making its new flagship move a clear choice.

The automaker believes that it is time for a new interpretation of its showroom in London, moving to a new building in Mayfair. It says the current location can no longer support the breadth of its offering.

"The Rolls-Royce showroom in London is our flagship store worldwide and I am delighted by the prospect of H.R. Owen moving to more representative and appropriate premises in Mayfair," said Torsten Mller-tvs, CEO of Rolls-Royce Motor Cars, in a statement. "The Progress Tour' is testament to the success of the marque's progressive approach to engaging with its clients and our unique ability to support customers in a way that befits the brand."

Rolls-Royce Cullinan. Image credit: Rolls-Royce

Rolls-Royce's Progress Tour will commence on April 16, with two weeks in the Kensington and Chelsea neighborhoods of London, before moving on to others such as Hammersmith, Fulham, Southwark, Wandsworth and Camden before landing at its new home.

"We look forward to taking Rolls-Royce Motor Cars London to a number of the city's boroughs en route to its new home in Mayfair," said Claus Andersen, dealer principal at Rolls-Royce Motor Cars London, in a statement. "In the spirit of the brand's innovative Social Hot Spot program, highly Bespoke motor cars and lifestyle accouterments will be presented at a number of noteworthy locations across the capital, ensuring that existing and prospective clients can begin their bespoke journey in an environment that truly reflects their lifestyle."

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