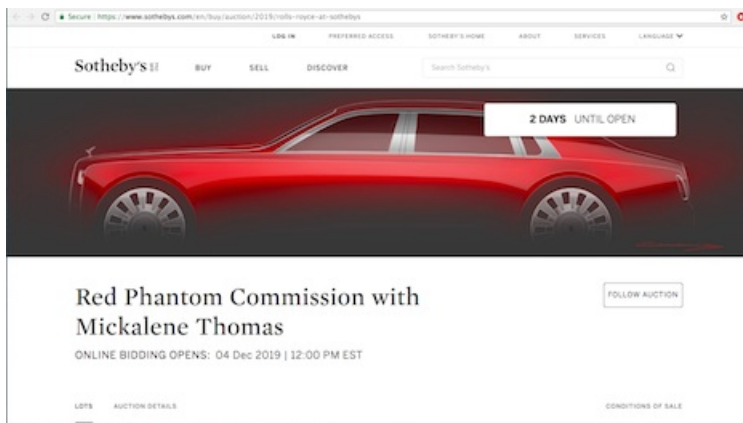


AUTOMOTIVE

## Rolls-Royce to auction Red Phantom on Sothebys.com for charity

December 2, 2019



Online bids for the Red Phantom start at noon, Dec. 4 on Sothebys.com, with proceeds after costs going to the (RED) charity to combat HIV/AIDS. Image credit: Sotheby's

By STAFF REPORTS

Rolls-Royce Motors Cars will celebrate the 115<sup>th</sup> anniversary of its brand with the commission of a rare bespoke Phantom model in red, part of whose auction proceeds will benefit the (RED) charity's efforts to temper HIV/AIDS.

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The BMW-owned British automaker has offered the Red Phantom for bids Dec. 4-13 on Sothebys.com, with the added sweetener of unique artwork and custom wrap on the car from U.S. artist Mickalene Thomas.



*Rolls-Royce Phantom red tread plate. Image courtesy of Rolls-Royce Motor Cars*

### Phantom of the auction

The Red Phantom will be unveiled during a gala event at One Thousand Museum amidst the upcoming Art Basel fair in Miami Beach, FL.



*Rolls-Royce Phantom red front angle. Image courtesy of Rolls-Royce Motor Cars*

This is the eighth generation of the Phantom model.

Assembled at **Rolls-Royce's** Goodwood plant in England, the Red Phantom is finished in red metallic paint in five layers, with wood veneers and leather interiors that exceed the normal standards for the car.



*Rolls-Royce Phantom red stalks. Image courtesy of Rolls-Royce Motor Cars*

First sketches of the car were shown at Sotheby's New York galleries. The successful bidder will collaborate with Ms. Thomas on the art for the Red Phantom's exterior.

Ms. Thomas is known for paintings comprising rhinestones, acrylic and enamel. She also makes collages, photography, videos and installations that pull from art history and popular culture to create a contemporary vision of female sexuality, beauty and power.

Rolls-Royce said it will donate proceeds of the auction to (RED) after meeting costs.



*Rolls-Royce Phantom red grille and Spirit of Ecstasy mascot. Image courtesy of Rolls-Royce Motor Cars*

Entertainer Bono and Bobby Shriver in 2006 founded (RED) to engage businesses and individuals in the fight against AIDS.

(RED) partners with leading brands such as Apple and Gap Inc., among others, whose proceeds from (RED)-branded goods and services go to the Global Fund to fight AIDS.

So far, (RED) has generated more than \$600 million for the Global Fund to fight AIDS, tuberculosis and malaria, and

to support HIV/AIDS grants in Ghana, Kenya, Lesotho, Rwanda, South Africa, eSwatini, Tanzania and Zambia.

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