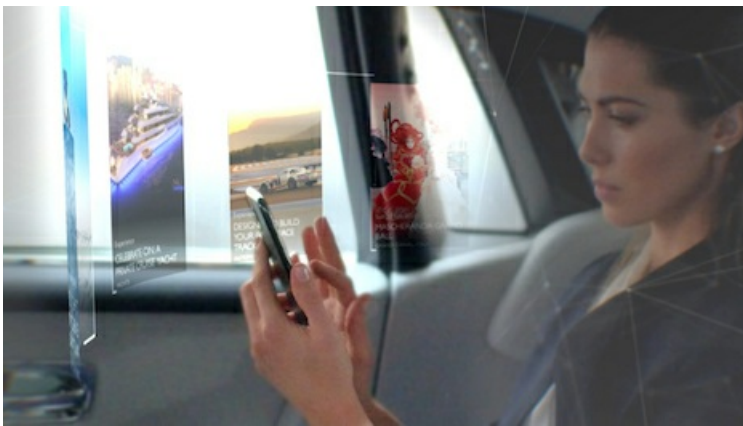


AUTOMOTIVE

Rolls-Royce builds community, content and experiences with new Whispers members-only club

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Rolls-Royce Motor Cars' new Whispers membership club is accessed through an app that was tested for two years. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

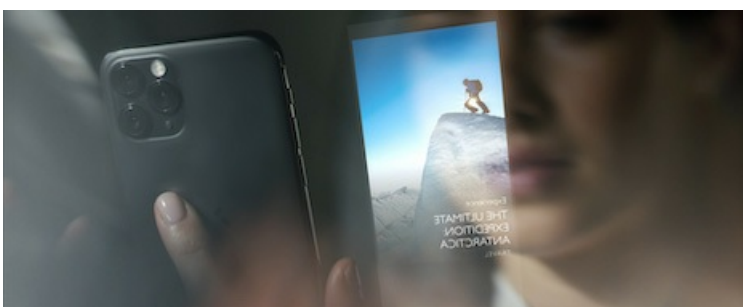
British automaker Rolls-Royce Motor Cars has formally launched its own exclusive members' club, offering unique experiences and access to products and services. Only one requirement for membership: ownership of a new Rolls-Royce.

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Called Whispers, the digital extension to Rolls-Royce is a gateway to rare products, services and experiences. The offers and content, as well as connections to other likeminded consumers, are delivered through an app two years in the making.

"Whispers is a digital gateway to a fascinating world beyond, where the exceptional and the extraordinary come together and are tailored to meet the demands and tastes of our eclectic and highly valued community of clients," said Torsten Müller-Övs, CEO of Goodwood, England-based Rolls-Royce Motor Cars, in a statement.

"Whispers offers transformative experiences, rare and desirable products, whimsical treasures and exclusive Rolls-Royce previews that are curated by Rolls-Royce and delivered directly to the fingertips of our global community," he said.



The Whispers app will have exclusive thought pieces customized for its audience of Rolls-Royce car owners. Image courtesy of Rolls-Royce

Wheels in motion

Whispers was road-tested two years ago with a select group of globally distributed clients. A test-phase and positive response later, **Rolls-Royce** continued to evolve and adapt Whispers in collaboration with its users.

Now, Whispers is fully deployed in the United Kingdom, Europe, Middle East and the United States, with large numbers of Rolls-Royce clients already enrolled as members.

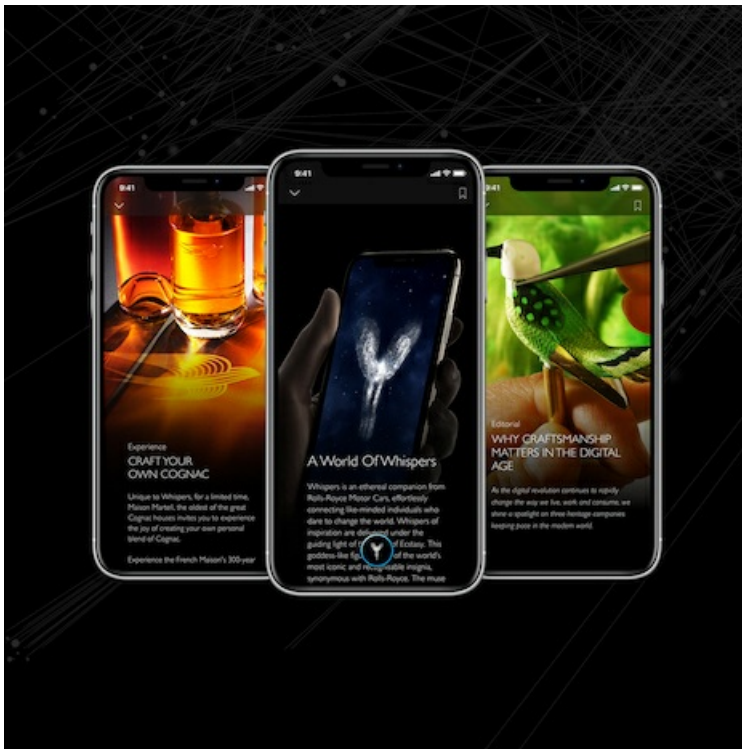
A major perk is access to similar wealthy individuals in the Rolls-Royce universe.

Whispers lets members securely communicate with fellow Rolls-Royce owners and Mr. Miller-tvs and members of the board of BMW-owned Rolls-Royce to share ideas and networks, business opportunities and social contacts.

Creating bespoke personal offerings is another perk.

Members can work with experts to design and build their own personal racetrack or commission a personalized Monopoly game set incorporating their own properties and assets. They can book a private performance by the New York Philharmonic Orchestra, commission a beautiful portrait of their favorite pet or design their very own minaudiere.

"From truffles to caviar or crafting your own Cognac, patrons can peruse and purchase a diverse and eclectic selection of luxurious products and curiosities all on the Whispers platform, in the comfort of their own home," Rolls-Royce said.



Rolls-Royce Motor Cars' Whispers app. Image courtesy of Rolls-Royce Motor Cars

At your service

Access to experiences is another benefit of Whispers membership. New Rolls-Royce clients can have backstage-access at the Grammys, front-row seats at Fashion Week, walk the red carpet at the Academy Awards, gain VIP previews of Art Basel, engage with artists at the Coachella music festival in California, and meet with players at Wimbledon or athletes at the Olympics.

Worldwide luxury travel experiences are also offered. On tap are an expedition to Antarctica or an African Safari, all available at the tap of a button on the Whispers app.

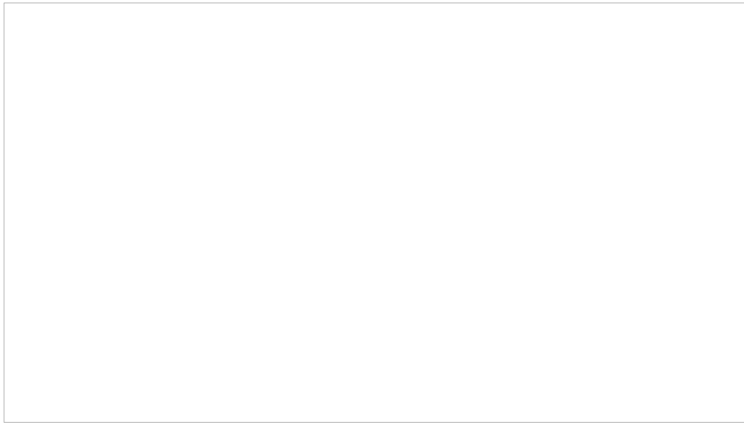
Members will have access to recommendations of new or little-known but highly recommended hotels, restaurants, bars and clubs worldwide, many of them endorsed by fellow Rolls-Royce owners who have come across them in their own travels. Via the app, assistance is offered to plan itineraries and nab the best seat or suite.

Thought pieces will be posted regularly on the app personalized to the likes and tastes of the user.

Whispers members are invited to join Rolls-Royce at exclusive, hosted experiences, such as an Art Weekend visiting

the private collection of one of the world's most prestigious collectors, or a weekend at the magnificent Villa D'Este Concours D'Elegance.

In addition, members may receive an invitation to an intimate dinner on the production line at Rolls-Royce's Goodwood plant, or a private, curated tour of luxury goods manufacturers in cities such as Paris, London and Milan.



Toirsten Muller-Otvos is CEO of Rolls-Royce Motor Cars. Image credit: Rolls-Royce Motor Cars

EQUALLY IMPORTANT, members of the Whispers community will receive exclusive world-previews of new Rolls-Royce products and offerings before they become public knowledge, the company said.

"Whispers is an exclusive, digital home for Rolls-Royce clients around the world," the company stated.

"Constantly adapting and refreshing to always ensure that its content remains current, relevant and in-line with the client's interests, Whispers draws together many of the world's most affluent and interesting people. Private, curated, inspiring and lovely, Whispers is truly the most exclusive members club in the world."

Rolls-Royce Motor Cars' Whispers digital gateway to a curated world of luxury for buyers of a new Rolls-Royce vehicle

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