

AUTOMOTIVE

As production idles, Rolls-Royce Motor Cars reports its honey bees are in fine fettle

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Honey produced from beehives on its grounds is offered to guests of Rolls-Royce Motor Cars as well as visiting customers commissioning bespoke models at its Ateliersuite. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

While Rolls-Royce Motor Cars' plant is idled over the COVID-19 lockdown, the British automaker is reporting record production of honey at its 42-acre site in Goodwood, England.

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The BMW-owned company said 250,000 bees at its apiary in Goodwood are set to exceed their volume targets for this year after coming through the winter in rude health. The Apiary project is Rolls-Royce's answer to the growing threat to the United Kingdom's honey bee population.

"The apiary further underlines our commitment to the environment, which informs everything we do at Goodwood," said Richard Carter, director of global communications at Rolls-Royce Motor Cars, in a statement.

"Our sustainable buildings, thermal ponds, rainwater management systems and wildfowl refuge have already made the home of Rolls-Royce at Goodwood one of the U.K.'s most eco-friendly manufacturing facilities," he said.

"Through this project, which taps into the biodiversity of our site, including our huge living roof, we're making an important contribution to conserving Britain's vital bee population."

Habitat loss has threatened the forage area for British bees. This effort marks **Rolls-Royce's** contribution to the environment around its place of work.



Beekeepers at Rolls-Royce Motor Cars' plant in Goodwood tending to the company's beehives. Image courtesy of Rolls-Royce Motor Cars

Bee in a bonnet

In its third full year of production, Rolls-Royce's English Honey Bees are currently emerging from their hives and foraging on the half-million trees, shrubs and wildflowers across the automaker's, plus the eight acres of sedum plants growing on the manufacturing plant's "living roof" said to be the largest of its kind in the U.K.

The bees also make sorties into the surrounding Goodwood Estate, whose 12,000 acres of West Sussex countryside are part of the South Downs National Park. The Duke of Richmond and Gordon owns the Goodwood Estate where the Goodwood Festival of Speed is held annually.



The beehives at its Goodwood plant in England are named for the five models of Rolls-Royce cars and the sixth for the Spirit of Ecstasy hood ornament mascot. Image courtesy of Rolls-Royce Motor Cars

The Goodwood Apiary comprises six traditional, English-crafted, wooden beehives, each bearing a polished stainless steel nameplate handcrafted in the company's Bespoke Workshop, per Rolls-Royce.

Five beehives are named after car models made by Rolls-Royce: Phantom, Wraith, Ghost, Dawn and Cullinan. The sixth beehive is named the Spirit of Ecstasy, marking the automaker's mascot and hood ornament.



Aerial view of Rolls-Royce Motor Cars beehives at its Goodwood, England plant. Image courtesy of Rolls-Royce Motor Cars

AT THE END of each season, "The Rolls-Royce of Honey," as it is called, is handprocessed by local specialists and served to guests of the brand, including customers commissioning their vehicles in the company's Atelier suite.

"Like the 2,000 employees at the Home of Rolls-Royce, the bees are responsible for producing a rare and desirable product," the company said.

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