

AUTOMOTIVE

## Rolls-Royce resumes client handover ceremonies for newly built cars

June 9, 2020



*Rolls-Royce Wraith in red velvet sparkled was picked up by a client this week at the automaker's plant in Goodwood, England, continuing a long-held tradition. Image courtesy of Rolls-Royce Motor Cars*

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has resumed client handover ceremonies as production of vehicles is restored at its plant in Goodwood, England.

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Customers are invited to collect their car in person, restoring a tradition that also brings a sense of normality to operations that were temporarily halted in March over the COVID-19 shutdown.

"We have worked incredibly hard to remain in touch with our customers during this crisis," said Rolls-Royce CEO Torsten Müller-Ötvös in a statement.

"The fact that so many are choosing to collect their new car in person, even in these circumstances, underlines how close and valuable these relationships have become," he said.

### Shift in gear

**Rolls-Royce** was the first U.K. automaker to resume operations when it reopened May 4. It is currently operating one manufacturing shift under strict health and hygiene guidelines.

The BMW-owned company has added extra security, handwashing facilities and one-way systems for foot traffic, as well as modified seating arrangements in cabs and other public areas.

Staff has been issued facemasks that must be worn at all times in production areas.

The company is also continuing to produce face visor and protective gown kits for frontline healthcare workers, as it has done since the earliest days of the pandemic response.

A customer earlier this week took delivery of a new Rolls-Royce Wraith, finished in Red Velvet Sparkle with a Saddlery Tan and contrasting Anthracite interior the first time this combination has been commissioned in a Wraith together with matching steering-wheel and door umbrellas, Rolls-Royce said.

The car also included bespoke Black Badge elements including 21-inch Carbon Alloy Composite Wheels, Black

Badge Treadplates and Dark Chrome Spirit of Ecstasy and Grille.

During the handover ceremony, the client met associates from the production line and specialist departments responsible for hand-building his car just some of the 90 pairs of hands typically involved in creating a Rolls-Royce, the company said.

"It is a tremendous pleasure to welcome our discerning patrons to the home of Rolls-Royce once again," Mr. Mller-tvs said. "That this has been possible so soon after reopening, while maintaining both our tradition of hospitality and our critical new operational measures, is a tribute to the conscientiousness and commitment of the entire Rolls-Royce family.

"We have to accept that the comprehensive safety and hygiene measures we have put in place at the home of Rolls-Royce will be our new normal for some time to come," he said.

"Handover ceremonies are a much-enjoyed moment of familiarity. They are both celebratory and uplifting, and remind us of our true purpose as a company. We look forward to many more such occasions in the weeks and months ahead."

*Rolls-Royce Wraith*

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