

AUTOMOTIVE

Rolls-Royce debuts coded ciphers for buyers of Wraith Kryptos bespoke cars to crack

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Rolls-Royce Wraith Kryptos treadplate with the cipher. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has launched a new set of bespoke collector's cars called Wraith Kryptos with a labyrinth of complex ciphers to be decoded by vehicle owners.

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The Rolls-Royce Wraith Kryptos Collection includes a series of secret messages that only two people the company CEO and the designer know the answer to and what the cipher will reveal. Only 50 cars under the Wraith Kryptos Collection will be produced.

"The name Kryptos is derived from Ancient Greek, referring to something unseen, hidden and coded, mythical even," said Katrin Lehmann, bespoke designer at Rolls-Royce, in a statement.

"Ciphers can be traced through millennia, capturing the imagination of some of the world's most brilliant minds," she said.

"As a designer, I've always been fascinated by the notion that you can communicate messages that are understood by only an elite few, using symbols, pictograms, and ciphers.

"Finding the key becomes integral to appreciating the full meaning of an item that can otherwise be viewed simply as a work of art."



Rolls-Royce Wraith Kryptos. Image courtesy of Rolls-Royce Motor Cars

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Outwardly, the ciphers appear to be simply a design element for aesthetic reasons and without any discernable pattern. They appear on the car's faade, including the Spirit of Ecstasy hood ornament, treadplate and bumper inserts, as well as the seat headrests inside.



Rolls-Royce Wraith Kryptos interior. Image courtesy of Rolls-Royce Motor Cars

The answer to the encrypted ciphers is placed in a sealed envelope in the safe of Rolls-Royce Motor Cars CEO Torsten Mller-tvs at his office in Goodwood, West Sussex, also home to the company factory.

Wraith Kryptos customers will be asked to send in their entries to crack the code through a highly secure area on the members-only Rolls-Royce app, Whispers.

"The Wraith Kryptos Collection, on first glance, is a statement of dynamism," Mr. Mller-tvs said. "On closer examination, a series of messages are hidden behind a unique Rolls-Royce cipher. I look forward to seeing whether any of our clients will crack the code."