

AUTOMOTIVE

Rolls-Royce tackles in-cabin air quality with new tech and app settings

July 14, 2020



The new Rolls-Royce Ghost debuting this fall (not this model shown here) will have the latest air-filtration technology to ensure in-cabin air quality. Image credit: Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

Air quality has become a major issue around the world with COVID-19 rampant, so it is not surprising that automakers such as Rolls-Royce Motor Cars have taken notice to do something about it.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

While developing the new generation of vehicles at its Goodwood, England plant, Rolls-Royce engineers have worked to ensure that air quality within the cars meets heightened customer expectations. They even have a term for it: the Micro Environment Purification System, or MEPS.

"The importance of protecting clients from harmful carbon and pollen particles, as well as viruses and bacterial contaminants, has been of the utmost importance to the marque and, since 2015, all Rolls-Royce motor cars have benefited from state-of-the-art air filtration equipment," the company said in a statement.

Rolls-Royce Motor Cars is rapidly introducing technology to its bespoke elements as the auto world embraces digital and apps at an unprecedented rate.

Air up there

The BMW-owned automaker is using the latest impurity detection sensors and Nanofleece filtration technology to create a clean microenvironment for Rolls-Royce models starting with the new Ghost sedan debuting this fall.

MEPS comprises both hardware and software enhancements.

Highly sensitive impurity detection sensors will detect ambient air quality, automatically switching fresh air intakes to recirculation mode if unacceptable levels of airborne contaminants are present, the company said.

This deployment channels all cabin air through a Nanofleece filter that can remove nearly all ultra-fine particles, viruses and bacteria from the Rolls-Royce's microenvironment in less than two minutes.

"Following the initial implementation of this technology, clients in future will be able to remotely pre-condition the microenvironment within their Rolls-Royce via the vehicle's app in preparation for their arrival," Rolls-Royce said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.