

AUTOMOTIVE

Rolls-Royce rolls out mobile game for Kryptos Collection

July 23, 2020



Rolls-Royce has launched a new mobile game. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce continues to celebrate its Wraith Kryptos Collection with a new cryptography-inspired mobile game.

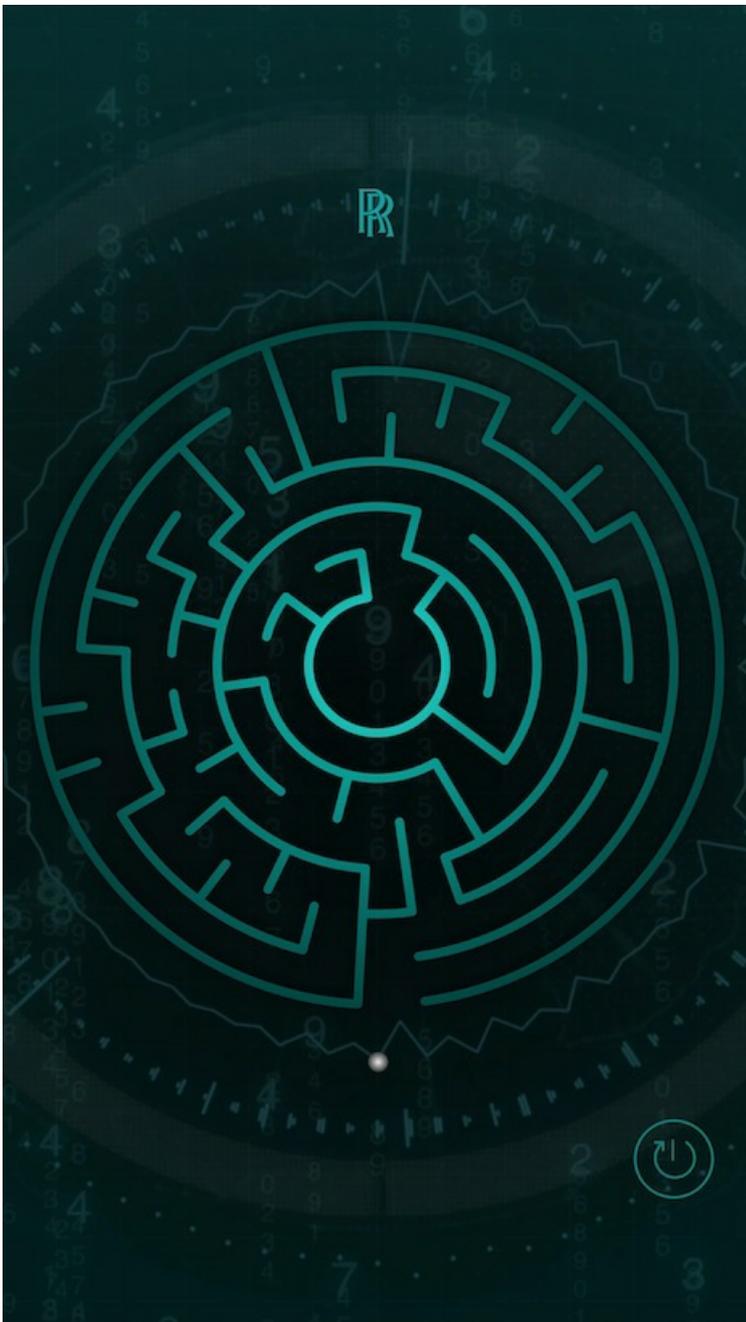
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Announced earlier this month, the bespoke collection is limited to 50 cars. The interactive game will engage a much wider range of consumers, with unique prizes available to the first 10 game finalists.

Cryptic codes

Rolls-Royce launched the Wraith Kryptos with a labyrinth of complex ciphers meant to be decoded by vehicle owners.

This 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. 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 ([see story](#)).



Rolls-Royce's new game consists of 4 levels. Image courtesy of Rolls-Royce

Available to the public on July 23, the companion mobile game can be accessed by scanning a QR found on the Rolls-Royce Web site.

The game consists of four different levels, starting with the maze dubbed "The Labyrinth." Players must tilt their phones to guide an orb through the maze.

This is followed by a series of questions, while the third level will test players' observational skills. The fourth and final level contains cryptographic ciphers.

The first 10 players to complete the game will each receive a personalized Rolls-Royce treadplate.

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