

AUTOMOTIVE

Rolls-Royce reveals 'serenity formula' in animated series finale

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Rolls-Royce released an animated series about the development of the new Ghost. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce has concluded its animated series offering insights into the development of the upcoming Ghost.

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"Science of Serenity" is the fourth and final installment of the series, which debuted last month. The series has shared a behind-the-scenes perspective, through stylized cartoons, of the design and engineering process.

Resurrecting the Ghost

Reflecting the enormous amount of effort that has gone into the upcoming Ghost, different Rolls-Royce team members narrate the animated films.

The first short, narrated by Rolls-Royce designer Henry Cloke, breaks down how the team embraced "post-opulence" when it came to designing the new Ghost. The development team took into account consumer insights gathered from existing Ghost clients ([see story](#)).

Ghost product manager Stephen Finch narrates the second short, explaining how the original Goodwood Ghost brought new, younger clientele to the automaker. Drivers from different cultures used the Ghost in unique ways, resulting in a wide variety of bespoke commissions.

Rolls-Royce learned from how Ghost clients used the car

The third animation features Jonathon Simms, the engineering lead of the Ghost.

Mr. Simms discusses how Rolls-Royce's method of having a unique underpinning, or foundation, for each model gave engineers the flexibility to incorporate both all-wheel drive and all-wheel steering. Three years of suspension development resulted in major improvements in ride quality.

Finally, acoustics engineer Tom Davis-Reason narrates the fourth film.

He explains that ensuring a quiet ride was essential for client's comfort and relaxation in a Ghost. To this end, the Ghost has an aluminum body, rather than steel; certain areas are double-skinned for additional insulation and

sound-absorbing materials are used throughout.

Explaining the formula of serenity

Furthermore, the acoustics team tested individual components, such as the windshield wipers and air conditioning ducts, to determine if they were creating any sound waves. Small changes in this respect greatly reduced noise levels.

The final step was harmonizing the Ghost with a whisper soft undertone, since complete silence was disorienting for clients.

"Our formula for serenity is extremely complex, but as our clients tell us nothing worth having, and that includes a Rolls-Royce, comes easy," Mr. Davis-Reason concludes.

In addition to the animations, Rolls-Royce also launched "Ghost Stories," a podcast series detailing the five year process of creating the new Ghost. Johanna Agerman Ross, curator of 20th Century and Contemporary Furniture and Product Design at London's Victoria & Albert Museum, is hosting the five episode series ([see story](#)).

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