

AUTOMOTIVE

Rolls-Royce resumes two-shift working at British manufacturing plant four months after reopening

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By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has resumed full two-shift production at its manufacturing plant in the United Kingdom only four months after reopening from the government-mandated COVID-19 lockdown.

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The production facility at Goodwood in West Sussex is now functioning at pre-lockdown levels, with the workforce maintained and all staff on site. The BMW-owned company is taking strict health, safety and hygiene measures in line with official government guidance.

"Returning to full two-shift production is a major milestone and comes just four months after we became the first U.K. automotive company to restart manufacturing after lockdown," said Torsten Müller-Örs, CEO of Rolls-Royce Motor Cars, in a statement.

"It reflects the long-term strength and resilience of our business and the significant worldwide demand for our products, which have been boosted further by the recent launch of our new Ghost," he said.

Shifting gears

The resumption of the second shift comes only two weeks after the widely publicized launch of Rolls-Royce new Ghost car that is positioning as much for driving by owner as well as the chauffeur.

Rolls-Royce claims demand has continued for its various models in markets where the COVID-19 coronavirus outbreak has been successfully contained.

Like most British companies, Rolls-Royce downed tools at the peak of the COVID-19 outbreak to protect employees, suppliers and their families.

On May 4, the company became the first U.K. automaker to reopen, operating with a single shift at the factory and with office-based staff working from home where practicable.

Customer handover ceremonies, accompanied by appropriate social distancing, resumed in early June.

"Throughout Rolls-Royce there is a renewed sense of energy, enthusiasm and optimism," Mr. Müller-Örs said. "This gives me great confidence for our future. I also believe it sends enormously positive signals to our local community, our industry and the country as a whole.

"I wish to thank my entire team for their determination and commitment, which has enabled us to reach this point so rapidly," he said. "That we've done so while keeping everyone safe underlines the fact that RollsRoyce is a family, in which we all look out for one another.

"I'm particularly delighted that we've maintained our workforce. Our people and the skills and talents they bring to our business are fundamental to our success."

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