

AUTOMOTIVE

Rolls-Royce unveils neon lineup of iconic cars

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Just 12 neon vehicles have been commissioned by the British automaker. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker **Rolls-Royce** is spicing things up by painting three iconic Black Badge cars in neon colors as part of a limited-edition roll out.

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The newly-developed bespoke paint, which comes in lime-green, red and blue, has been applied to three Black Badge cars to start Wraith, Dawn and Cullinan the "enfants terribles" of the Rolls-Royce repertoire. Created at first for clients in the United States, three additional vehicles for each color are now on offer for commissions around the world.

"Neon Nights is a vibrant trilogy of Rolls-Royce Black Badges, whose inspiration comes from nature," said Sami Coultas, a bespoke designer for color and trim at Rolls-Royce Motor Cars, in a statement. "Taking cues from the natural world, including an Australian green tree frog, a Hawaiian tree flower and an exotic butterfly, these limited hues show Black Badge bolder in color, appealing to patrons around the world who really do dare to be different."

Natural elements in focus

First in the line-up is the Wraith Black Badge, which is finished in a lime color that calls to mind a green tree frog, which Mr. Coultas spotted on a trip to Tamworth, Australia. Its interior is finished in grey leather and boasts lime-green stitching and piping.

For the Dawn Black Badge, meanwhile, a red color was created to mimic the flowers of hialehua, an evergreen tree native to Hawaii. The inside of the vehicle is also finished in grey leather, but it is accompanied by red stitching.



The Dawn Black Badge is the same red as the flowers of a Hawaiian evergreen tree. Image credit: Rolls-Royce

Lastly, the blue covering the whole of Cullinan was inspired by an Amazonian butterfly, *Rhetus periander*, which is found across Central and South America. The interior of the car boasts white leather, which is detailed in lime green to offer contrast.

The unveiling of the "Neon Nights" cars follows the success last year of the marque's Pebble Beach collection, when thirteen bespoke cars were commissioned in an array of pastel colors that drew inspiration from California's hills and the Pacific ocean.

Artistic license and boldness are often on the agenda at Rolls-Royce, which looks for creative ways to introduce innovation in its business.

Last month, the carmaker revealed the finalists for its Dream Commission, a biennial prize supporting moving-image art by emerging and mid-career artists.

Four artists have been selected to create a short-form moving-image, which will be featured on the automaker's website ([see story](#)).