

AUTOMOTIVE

Rolls-Royce reimagines tradition with latest accessory

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Cullinan Recreation Module provides automatically deployable storage compartments latched into the boot floor. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce Motor Cars has introduced a new version of the Pursuit Seat, putting a contemporary spin on a traditional accessory.

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The Pursuit Seat is Rolls-Royce's latest accessory designed to enhance the lifestyle experience of its clients. The embossed leather is colored to match or contrast with the car's interior and the seat is created with contemporary craft materials, including carbon fiber and polished aluminum.

"We have applied Sir Henry Royce's maxim, 'Take the best that exists and make it better,' to a quintessentially British product," said Matthew Danton, designer at Rolls Royce, in a statement. "Elevated to Rolls-Royce's precise and exacting standards yet true to the original concept, the Pursuit Seat has been reimagined for a contemporary world.

"Our clients can now enjoy the comfort of a Rolls-Royce seat, no matter the activity or where it may lead," he said.

Pursuit of luxury

The Pursuit Seat is claimed to be made from the finest Rolls-Royce leather and embossed with the brand's iconic bonnet ornament.

The gently flared aluminum band on the end of the stick provides a solid grip on hard surfaces, while the retractable spike offers equal security on grass and other soft ground.

The seat fits within the Cullinan Recreation Module, reflecting the vehicle's "Effortless Everywhere" nature. The compact dimensions and elegant leather case also allow for unobtrusive stowing in any Rolls-Royce vehicle.



The Pursuit Seat. Image courtesy of Rolls-Royce

The Pursuit Seat is available for purchase individually or as a pair through the Rolls-Royce boutique and at dealerships worldwide. The retail price for the seat starts at \$8,793 at the current exchange rate.

Last week, Rolls-Royce spiced things up by painting three iconic Black Badge cars in neon colors as part of a limited-edition rollout. 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 that are known as the "enfants terribles" of the Rolls-Royce repertoire ([see story](#)).

"We look to create accessories that enhance our clients' lifestyles," Mr. Danton said. "Like every bespoke commission, each detail of the Pursuit Seat has been minutely considered and meticulously designed, then handcrafted using the very finest materials."

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